NATIONAL PETROLEUM NEWS

Vol. 42 November 1, 1950 No. 44

SERVICE FOR 1,000 CARS AN HOUR said the newspaper ads for this multi-pump when it was opened three months ago. It is the Save Way Station at Hunting Park Ave. and 18th St. in Philadelphia. This is not a self-serve

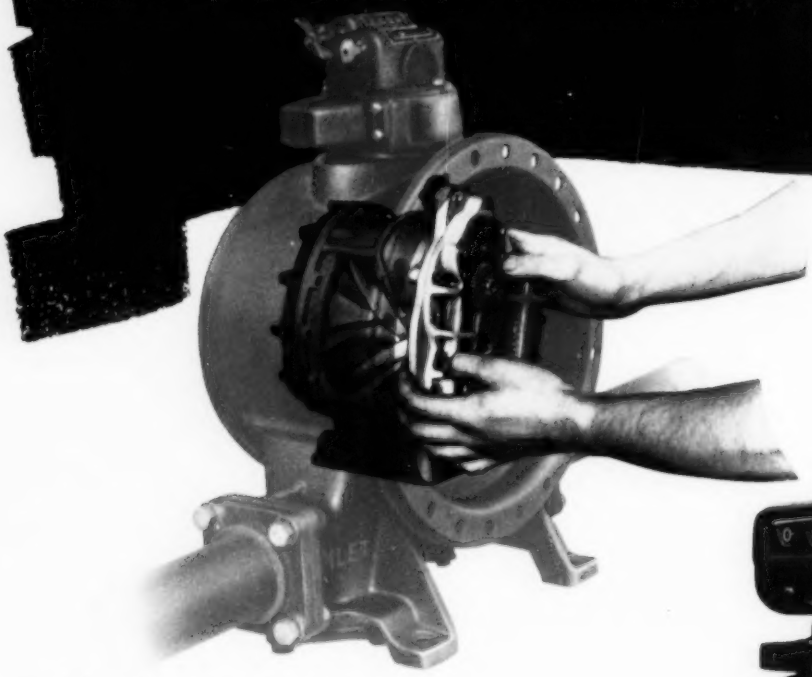
Exclusive NPN Report on:

Multi-Pumps—What Is Best Layout, Location

THIRD INSTALLMENT in a series of four illustrated articles on the multiple-pump station discusses the effect of location, building and island layout on the success of these outlets. See p. 17.

Ammunition for Oil Men to Fight Attacks on Truckers. P. 57.

READILY REPLACEABLE MEASURING ELEMENT



—reduces down-time on loading racks and pipe lines

Though seldom required, periodic inspection and cleaning of the new Brodie BiRotor Meters is easily accomplished without removing the meter from the line or disturbing existing line connections. A complete and interchangeable measuring unit, compactly mounted within a welded All-Steel meter housing is readily accessible at all times. By simply installing a spare measuring element, loading rack and pipe-line shutdowns are reduced to a minimum. All-Steel housing avoids damage from shocks and impacts, further contributing to longer trouble-free service life. Designed for high sustained accuracy and efficiency, Brodie BiRotor Meters are *built to last*. Investigate fully, today. Write for complete details.

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- PRECISION DRY ADJUSTMENT
- STREAM FLOW DESIGN
- FRICTION-FREE OPERATION
- TRUE-ROTARY PERFORMANCE

ALL-STEEL

BRODIE *BiRotor* METERS

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In 1859, with long-hours of backbreaking labor, the average farmer raised only enough to feed a family of five. ***Today, with oil-powered farm machinery one farmer can feed himself and fourteen other people.***

With thousands of independent companies competing in the marketing of oil, ***gasoline is one of the few things you can buy today that costs about the same (taxes excluded) as it did 25 years ago.***

THE AMERICAN OIL INDUSTRY is better prepared today than ever before to meet any national emergency. This country's capacity to produce and refine petroleum has increased around 25 per cent since the peak demands of World War II.

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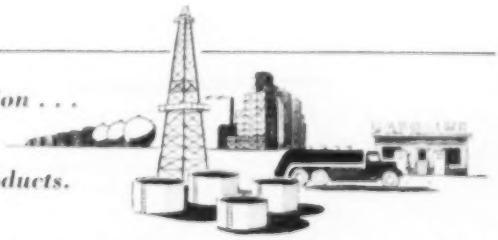
competition means progress . . .
oil progress means more and better products.



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NATIONAL PETROLEUM NEWS

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Editor and Publisher

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AHEAD OF THE NEWS

CO-OP WAVERING?—It's growing more apparent that the co-ops themselves see the handwriting on the wall—so far as loss of certain tax privileges are concerned—even though they still continue to cloak their apprehensions in double-talk. Last week before a Michigan co-op group, L. J. Harmanson, Jr., administrative counsel of the National Council of Farmer Co-operatives, would not admit outright that the majority of congressmen now view co-ops as logical sources of new revenue but said, instead, that three factors would be decisive in determining whether the next Congress takes action: (1) position taken by farmers through national organizations, (2) economic and international climate in which the next Congress writes tax legislation, and (3) composition of House Ways and Means and Senate Finance Committees. "If another Korean adventure hangs over us, and the international clouds are ominous," Mr. Harmanson said, "The NTEA (National Tax Equality Assn.) probably will be able, to some extent, to obscure the true facts through the application of emotional duress on the members of Congress."

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'IDENTICAL' BIDS—The Justice Department is talking about making a study, from the antitrust angle, of what some officials describe as bids "identical to the fourth decimal point" on certain petroleum requirements of the Armed Forces.

• • •

MARGINS FOR MARKETING—Look for a new wave of demands from oil jobbers for margins "adequate to finance new service station construction on a scale somewhere approaching the building programs of nearly all of the major oil companies." Jobbers in the past have been advised to show their cost figures to their suppliers, but the jobbers who cite the competition from new major stations as a reason for more margin, say that these stations will eventually put them out of business, regardless of whether they "can make a living" on present margins.

• • •

AS OTHERS SEE US—Preparations are well under way for a Yale University study of competition in the petroleum industry which will be made for the Oil Industry Information Committee. OIIC will pay the cost but, to insure an impartial study, will have no say-so in the framing of the conclusions. Those are to take the form of three monographs, or books, covering production and conservation, integration and pricing intended primarily for students of economics and law. The project is expected to take about a year.

EXCESS PROFITS TAX—A leading Midwest jobber fears that enactment of an excess profits tax by the next session of Congress might cause some jobbers to "get soft" and decide not to work as hard as they have in the past. They might decide there was no reason to try for big profits because the government would take most of it anyway. In the long run, this would be a dangerous and fallacious attitude for Independents to take, in the Midwest jobber's opinion. He points out that the jobber's major company competition—which in most instances is the division and district manager—will not be worrying about an excess profits tax and will still be out trying to sell as many gallons as possible. To protect his future from this competition, the jobber should work as hard as ever before, excess profits tax or not, this jobber declares.

• • •

OCTANE SUNBEAM—Some optimism is beginning to replace the early pessimism among refiners over chances for keeping motor gasoline quality at its record high levels in the face of military demand for the higher grades of aviation gasoline. This has developed from a closer scrutiny of the refining picture, and a sharpening of pencils. At the same time, there is considerable opinion that one octane number may have to be dropped—and that the majority of motorists won't notice its loss.

• • •

LP-GAS FOR TRUCKS—Inquiry among oil equipment men in the southeastern areas indicates that service station operators are encountering some demand for butane-propane fuel from long-distance truck haulers who have converted their units. So far only a very few stations have put in the necessary equipment.

• • •

JOBBERS ANTICIPATING—Most Midwest jobbers anticipate that the stock loss control program to be announced by the API in Los Angeles week after next will represent the greatest service ever performed by the API for the Independent jobber. Reports the jobbers have received indicate that the API committee has worked assiduously in studying the jobber's operating problems and is coming up with the proper answers. Too many times in the past the jobber has felt that work done by the API was beamed for the exclusive benefit of the large companies. But in this instance, the jobber is generally convinced that the API has done a job that will be of invaluable benefit to the Independent jobber in helping him to solve his operating problems.

How much did CORROSION cost you last year...?

Any amount—large or small—was too much. You can protect every type of petroleum industry equipment, inside and out, above ground and below, even under water . . . with **RUST-BAN**.

Not a single product, **RUST-BAN** is a complete line of protective coatings developed by years of research and improvement—in oil fields, in refineries and on pipe lines. **RUST-BAN** prevents rust; it *inhibits* corrosion at the source.

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U. S. May Tack Another 0.5c to Tax On Gasoline in Hunt for More Funds

By Herbert A. Yocom, Washington Editor

The extra $200 million or so that could be made to flow into the treasury poses the very real threat of an attempt to tack another 0.5c on the present 1.5c federal gasoline tax.

That either the administration or the Congress would ignore such an easy source of additional revenue at this particular period, with the rearmament program just really getting under way and vast expenditures in prospect, is something industry people here find it hard to imagine.

So, even though there has yet been no official intimation that this source actually is being looked to, they suspect strongly that it is and will not be surprised if the President's annual budget message, due in January, so discloses.

In recent years, the 1.5c per gal. gasoline tax has been netting the government in excess of a half-billion dollars annually. It is a practically "effortless" tax, too, from the Federal standpoint, posing no collection problem whatever because the oil companies have to do the collecting for the government—and for free.

* * *

If, indeed, an increase in the gas tax is sought, then that will add another worry to the industry's list, because everyone also expects the President to renew his demand for a reduction in the 27.5% oil and gas depletion allowance. Similarly, another attempt to classify exploration leases as capital assets so as to prevent charge-offs of abandonment losses for tax purposes seems to be in the cards.

It was only with extreme difficulty, after weeks and weeks of argument in the House Ways and Means Committee, that the Administration move against the depletion allowance was defeated this past summer. Even then, someone managed to sneak in the exploratory lease change, which producers thought nearly as bad, and this, too, precipitated a struggle that was not finally resolved in the industry's favor until the new tax bill reached the Senate floor.

With the pressure now so much greater on Congress to create additional revenue, how much more difficult it will be this time for legislators to resist the administration's proposals!

* * *

"Never say die" is the motto of certain Interior Department planners who would like nothing better than to control the destinies of all the fuel industries through some central agency here in Washington.

Although their latest attempt—that of having a single Minerals and Energy Administration run Interior's end of the defense show—died aborning, they regard that as nothing more than a temporary setback and already are busy scheming up new ways and means of achieving that which they so avidly want.

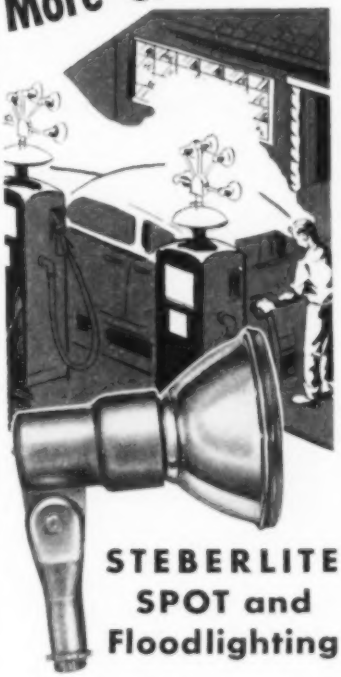
Next most likely place for these planners to pop up is on Capitol Hill, where the Senate Interior Committee is just beginning a study aimed at developing a "national fuels policy" and recommendations for implementing same.

Already the cards may be stacked strongly in their favor, because, by the very nature of things, the committee is having to rely heavily on the Interior Department for much of the basic material needed in its study—as well as for assistance in developing the scope and course of the inquiry. A better spot from which to operate—from which to further the objective of "end use" control by Washington of all the fuels—could hardly be imagined, and to believe that these planners won't make the most of it is unthinkable.

Interior's master schemer is Assistant Secretary C. Girard Davidson, who spear-headed the abortive attempt at setting up a Minerals and Energy Administration and now finds himself, most opportunely, in charge of the departmental "task force" working with the Senate committee.

There is no more purposeful individual in the federal government than Davidson. Because he never gives up, he is always to be watched—and especially at this time when events seem again to have played into his hands.

Brings You More Customers



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A brightly lighted service station attracts more attention and brings you more customers. With the new Steberlite Medium and Mogul Base lamp holders—for projector and reflector type PAR-38 and R-40 lamps—you can have this better spot and floodlighting at lower cost.

Steberlites are complete, with no additional small parts required. They are compact, weather-proof and completely wired. Steberlites are quickly assembled and easily installed on conduit fittings, wall brackets or pole slip fitter. They can be used singly, in pairs, or clusters of 3, 4 and 5. Write us for Bulletin 120-50 which contains complete data and illustrations, or ask your electrical wholesaler. New Silicone long-life-seal gaskets are heat-proof.

STEBER

LIGHTING UNITS

STEBER MANUFACTURING CO.

Dept. 88, Broadview, Illinois

Distillate Fuel Oil Stocks Increase 1.8 Million Bbls.; Gasoline Also Up

Distillate fuel and gasoline inventories each increased more than 1,800,000 bbls. during the week ended Oct. 21 as compared with the preceding week, according to API's report of refinery operations (see summary table on this page). Residual fuel stocks gained more than one million bbls., while kerosine stocks rose slightly.

Average crude runs to stills declined 46,000 b/d. Refinery output of distillate was down more than half a million bbls. and kerosine was off, while gasoline and residual fuel production gained more than 200,000 bbls.

Crude Production—Production of crude oil and condensate averaged 5,902,200 b/d for the week ended Oct. 21, an increase of 40,450 b/d over the previous week, according to API.

Reviewing action of Texas Railroad Commission in cutting the state's crude oil allowable for November to 2,722,705 b/d, representing a reduction of 26,808 b/d from Nov. 14 permissible figures, Ernest O. Thompson, senior member of the commission, on Oct. 26 issued a statement in which he foresaw the possibility of further reductions in crude output in Texas.

He said that major oil company executives had informed the commission that their pipe lines are "full to capacity" and that they could not handle any additional crude that might be made available in Texas. Excess pipe line capacity lies in areas where present production "is settled or declining," commissioner Thompson noted.

"It would seem that with so many wells being currently completed in Texas that we are faced with more shutdown days simply because the pipe lines are full where the oil can be produced and the companies do not care to increase inventories," he observed.

Another member of the commission, Olin Culberson, stated on Oct. 25 that imports remain a threat to Texas oil producers, but currently seem to be within reasonable limits.

"With present high demand, it does not seem that imports will unduly affect our domestic market," Commissioner Culberson said. "Foreign oil remains a constant threat, however. They (the oil importing companies) could dump it on us and ruin the industry. I think we ought always to limit imports to the amount we export."

Commission report for August showed that Texas oil wells fell 6,768,675 bbls. short of producing allowables totaling 82,460,612 bbls., underproduction averaging 8.21% for the state as a whole.

Crude oil production of Standard Oil Co. of California subsidiaries operating in the Gulf Coast, Texas and Rocky Mountain states exceeded the parent company's production in California for the first time during the third quarter of 1950, according to Board Chairman R. G. Follis.

Total domestic production for the quarter averaged 282,000 b/d, up 16,000 b/d from the second quarter, Mr. Follis said.

Another significant development cited by Mr. Follis was discovery of Acheson oil field in Alberta, Canada, by the California Standard Co., a subsidiary, "where findings to date indicate a discovery of major size." He reported that more than 120 feet of productive reef formation has been encountered in this field.

In Louisiana, the Conservation Commission increased the state's crude oil allowable for November to 615,872 b/d, or 3,879 b/d over October.

Refinery runs of Pennsylvania grade crude oil, as reported by the National Petroleum assn., follow (figures are b/d averages):

Week Ended Oct. 21, 1950	Week Ended Oct. 14, 1950	Week Ended Oct. 22, 1949
68,129	64,022	58,958

Gasoline Consumption—API reported August gasoline consumption figures for 12 states on Oct. 25. Figures in thousands of gals., with comparative figures for August 1949 and percent of change, follow:

	Aug. 1950	Aug. 1949	% Change
Alabama	51,507	45,624	+12.9
California	377,791	344,271	+ 9.7
Florida	69,556	62,184	+11.9
Kansas	71,372	68,634	+ 4.0
Kentucky	48,284	46,608	+ 3.6
Maine	25,455	24,597	+ 3.5
Maryland	50,974	44,882	+13.6
Massachusetts	97,259	89,048	+ 9.2
Minnesota	95,627	92,487	+ 3.4
Missouri	100,724	98,356	+ 2.4
Virginia	76,781	69,452	+10.6
West Virginia	34,322	32,649	+ 5.1

July gasoline consumption in Nevada was 8,517,000 gals., as compared with 6,863,000 gals. in July 1949, and in Wisconsin was 91,005,000 gals. as compared with 88,077,000 gals. in July 1949.

June consumption in Oklahoma totaled 73,357,000 gals. as against 60,173,000 gals. in June 1949.

Solvents Supply—Defense aviation gasoline program will determine future supply of petroleum aromatic solvents (petroleum aromatic hydrocarbons, such as toluol and xylol, and intermediate petroleum aromatic solvents), the New York Paint, Varnish & Lacquer Assn. was told on Oct. 19 by Edward M. Toby, Jr., president of the American Mineral Spirits Co.

If the U. S. gets into a big air war, and piston type engines are largely used, then all aromatics will be largely required for this program, Mr. Toby said. On the other hand, if a big air war comes and jet fuel is required, the pressure will be somewhat reduced on aromatics, but instead will be felt on the supply of aliphatic petroleum solvents (mineral spirits and kindred fractions, and the lighter specialties, such as varnish makers' and painters' naphtha, toluol replacement, benzol replacement, etc.), he asserted.

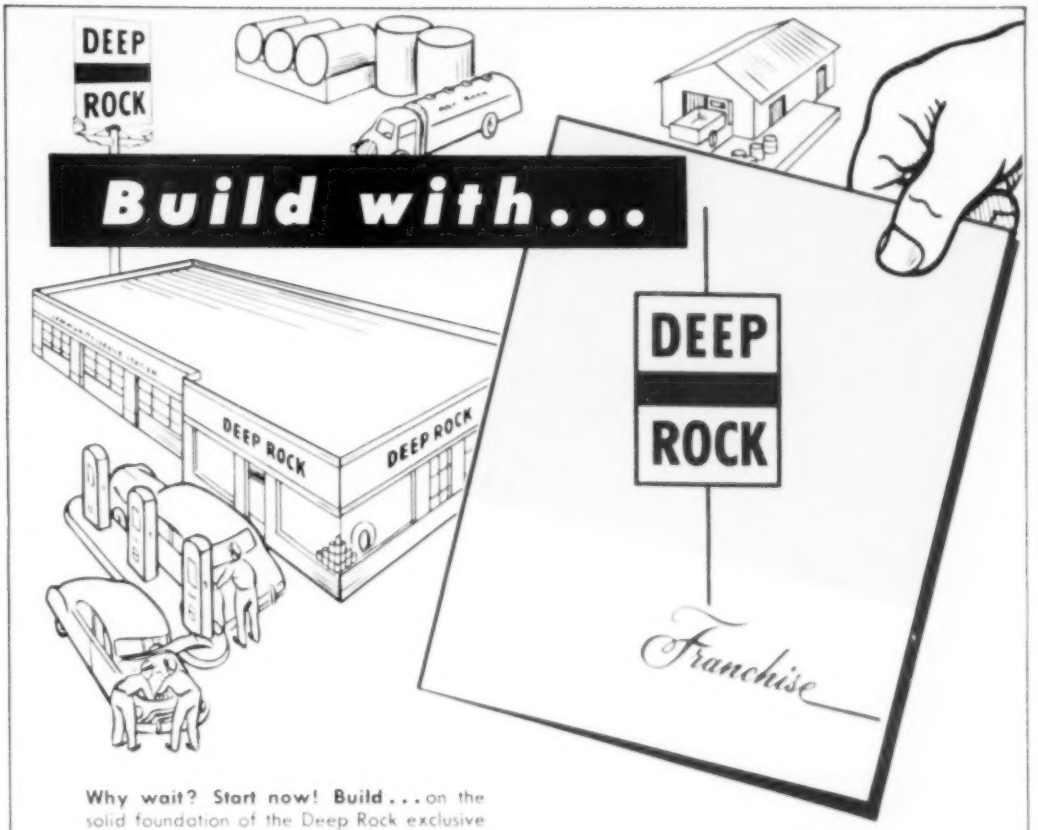
Summary of API Report of Refinery Operations

(U. S. totals—B. of M. basis)

Production	Week Ended Oct. 21	Week Ended Oct. 14 (thousands of bbls.)	Increase or Decrease
Crude runs—daily avg.	6,078	6,124	− 46
Foreign crude included	464	459	+ 5
Percent operated	90.4	91.1	− 0.7
Gasoline	20,299	20,090	+ 209
Kerosine	2,276	2,366	− 90
Gas oil & dist. fuel	8,283	8,874	− 591
Residual fuel oil	8,690	8,426	+ 264
Stocks			
Finished & unfinished gasoline	105,670	103,807	+ 1,863
Kerosine	28,612	28,555	+ 57
Gas oil & dist. fuel	82,816	80,959	+ 1,887
Residual fuel oil	44,011	42,826	+ 1,185

Summary of B. of M. Report on Crude Oil Stocks

	Oct. 14	Oct. 21 (thousands of bbls.)	Change from Oct. 14
Total crude stocks in U. S.	241,117	243,336	+ 2,219
Total located in RM East Coast District	15,201	14,108	− 907



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SPRING-MATIC LOADERS are meeting the high expectations of the industry—and are generously praised for their superiority in performance!

OILCO

NO. 460

Interchangeable with counter weights when specified

Sizes
3" & 4"

Pipe length: 7' from center of swing joint to center of end joint. 2' from center of valve to center of swing joint. Drop tube, 2'. Overall length 9', or any length desired.

THIS modernized, long-needed assembly is raised by two compression springs, allowing the loader to return to upright position. The springs are adjustable at top of cam, and are enclosed in hydraulically designed cylinders which control the upward motion of the loading arm. The vertically travel arc is 130 degrees. Smooth, free movement is a feature.

Springs and cylinders are protected with synthetic rubber bellows to prevent water or foreign matter from entering the cylinders. As a safety factor each chain is guarded with an aluminum shield. Compactness is another feature—the Spring-Matic occupies less space on the loading rack.

Note These Other New Features

The ratchet attachment holds the Spring-Matic in fixed position in usage. The chain releases the ratchet.

The cam on which the chain rides is devised to permit spring tension to equalize when the loader is in position.

The inclusion of grounding brushes eliminates sparks and static, ever providing complete contact. No added ground wire is necessary.

Each joint is complemented with a grease retaining ring inserted between five rings of special gasoline packing. The Alemite fittings form a positive seal, simultaneously lubricating the packing.

THE Oilco Spring-Matic assembly illustrated below, serving models 450 and 450-A, may be regulated so that the sliding sleeve can be returned to a vertical or semi-vertical position, thereby permitting loading from either side of a rack.

The loader is equipped with Model 462 Sliding Sleeve Assembly, including a swing joint which allows the dip tube to hang in vertical position when not employed.

The swing joint, at the end of the sliding sleeve, has a handle which permits smooth, easy movement of the sleeve.

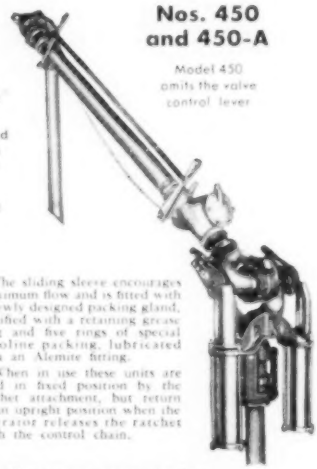
Nos. 450 and 450-A

Model 450 omits the valve control lever

Sizes
3" & 4"

Extended Length
10' 4"

Closed
6' 4"



The sliding sleeve encourages maximum flow and is fitted with a newly designed packing gland, fortified with a retaining grease ring and five rings of special gasoline packing, lubricated thru an Alemite fitting.

When in use these units are held in fixed position by the ratchet attachment, but return to an upright position when the operator releases the ratchet with the control chain.

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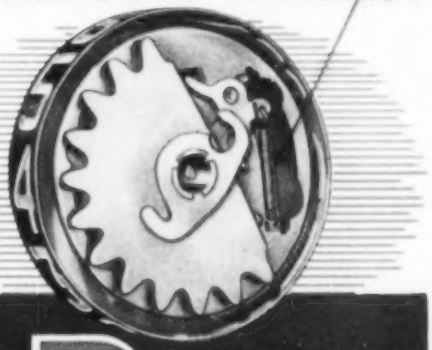
Q: Who put "New Spring" into COMPUTER WHEELS?



A: Who else but... Veeder-Root

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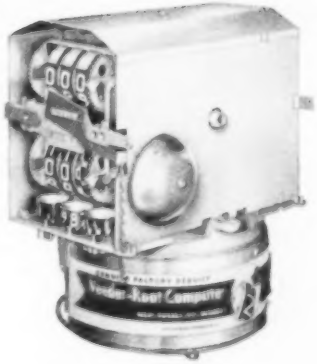

This is No. 5 of 10 Good Reasons why it pays to be sure that all pumps you buy are equipped with genuine, factory-new Veeder-Root Computers (with the New Perma-Vis Wheels) . . . and why it pays to specify genuine factory-rebuilt Computers for replacement.*

*Perma-Vis Wheels used only in 45° Computers built since April 1947 (For use only in the U. S. A. and Canada.)

VEEDER-ROOT INC., Hartford 2, Conn.

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ON 45° V-R REBUILT COMPUTERS THE DECAL ABOVE IS USED

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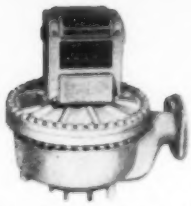

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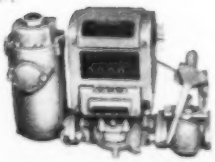

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Equally important: when buying cans, be sure they're fully qualified in every respect for the man-size job you expect them to do. Choose Crown Cans and buy with complete assurance that you have made the best possible choice for DEPENDABILITY.

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...a sales message that makes sense to your dealers' customers

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PUSH 100% PURE PENNSYLVANIA OIL

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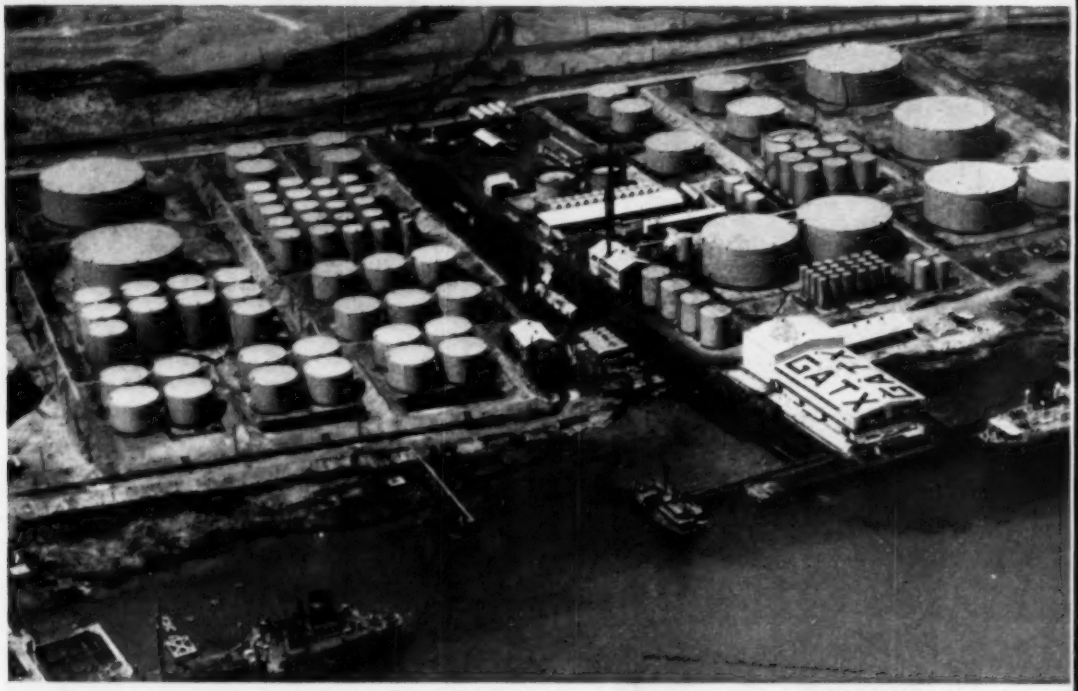

Aerial view of Carteret, N. J. terminal

Your petroleum products *packed in drums or barrels . . .*

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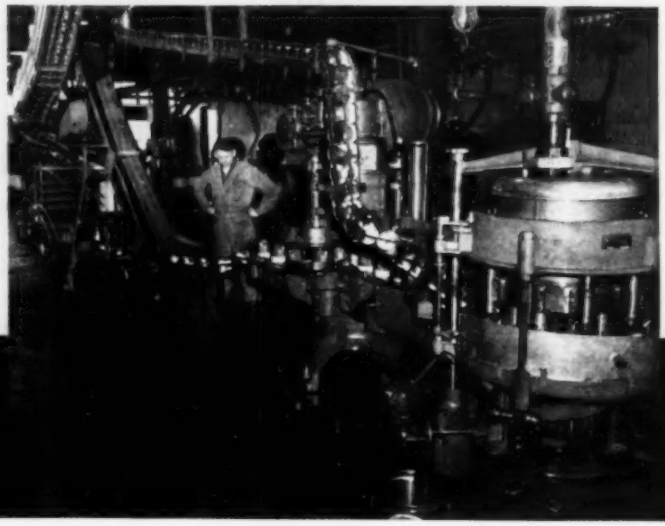
Your own product . . . blended to your specifications, can be handled in this manner . . . packed and ready for quick distribution. These two terminals also offer complete facilities for rapid canning of petroleum products in all size containers including one-quart.



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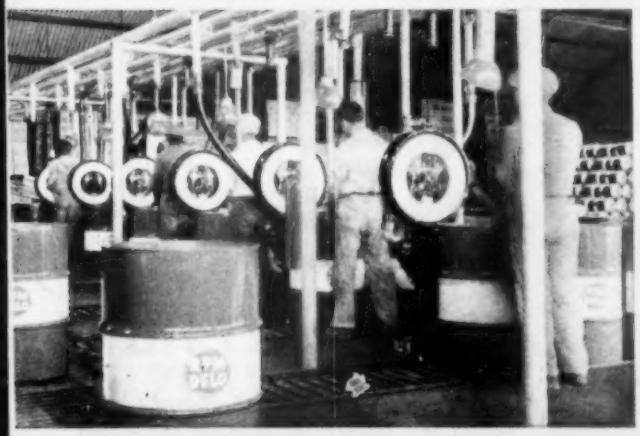
GENERAL AMERICAN opens new Chicago Tank Storage Terminal!

CHICAGO TERMINAL WILL OPEN APRIL 1, 1951



Make the Midwest your market! Develop the potential of this great inland industrial center. Enjoy all the advantages of your own private terminal . . . without risking capital . . . *without making any investment.*

The new terminal is ideally situated near Chicago's Clearing Industrial District at 67th and Archer on the Sanitary and Ship Canal. It's fully equipped with most modern facilities—special equipment guards against contamination of different types of liquids—protection against excessive evaporation, fire and explosion. Everything for safe, profitable storage and complete distribution at lowest cost.

As a further aid, General American Tank Storage Terminal warehouse receipts represent the highest form of collateral. For financing, storage or distribution suggestions, contact your nearest General American representative.

GENERAL AMERICAN TANK STORAGE TERMINALS

A Division of General American Transportation Corporation

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Terminals at: Chicago, Ill. • Carteret, N. J. • Goodhope, La. • Houston and Corpus Christi, Texas

Point of future Sale!

"Safety-Fills" will bring 'em back again!

Your customers will become regular *fill-up* customers once they're shown how "Safety-Fills" in your station prevent overflow waste and damage. Let them see how the original "Safety-Fill" shuts off automatically at the main valve when the gas level reaches the spout end. Show them how it works.

Your customers will do the rest. They'll keep coming back for fill-ups—and they'll bring the service business that comes with all "regular" customers. Send coupon below for details.

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Please send complete information on Buckeye No. 820 "Safety-Fill" Nozzle.

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NATIONAL PETROLEUM NEWS

GAS-U-MAT IS A SELF-SERVE IN SEATTLE which sells Tide Water Associated branded gasoline. It is on Eastlake Ave., an arterial between north end and center of city. This station has a metal canopy covering the entire servicing area

Multi-Pump Location and Facilities

A Look at How Stations Use Site, Equipment And Service to Keep Car Owners Coming in

This is the third in a series of four articles about multiple pump service stations, based on interviews by NATIONAL PETROLEUM NEWS representatives with nearly 100 oil marketing executives in companies of all sizes.

The first appeared in the Oct. 18 issue, and the second in Oct. 25 issue.

Among the topics discussed in this week's installment are: location, traffic counts, changes in gasoline buying habits, property dimensions, number of pump islands, arrangement of islands, station buildings, service, TBA at multi-pumps, motor oil sales.

Next week the fourth and final article will discuss management of multi-pumps.

By PAUL WOLLSTADT
News Editor of NPN

Most of the building of multiple pump service stations so far is confined to heavily-traveled arterials, which carry people between their homes and work.

The big majority of marketing executives interviewed by NATIONAL PETROLEUM NEWS in this study of the multi-pump trend believe that multi-pumps for many, many years will be confined to these heavy-traffic arterials.

To this majority opinion, however, there are two exceptions. One of these exceptions strongly feels that, because of the competition for lower operating costs, multi-pumps will replace conventionals in the neighborhoods of large cities and in all but the smallest towns. In his opinion they will move into neighborhoods just as soon as the opportunities for building them profitably on arterials have been exhausted. He firmly believes that what we have seen so far in the multi-pump development is merely a start toward a considerably higher average gallonage per outlet in the oil business.

The other exception takes a more conservative view. He predicts that a limited number of neighborhood locations, mostly in large cities, will support multi-pump outlets. Neither of these two men represents the prevailing view in his own company as of now, but both are men whose general abilities are highly regarded within their companies and outside them.

Typical multi-pump locations, as the trend has gone so far, are shown in the map of the San Francisco-Oakland area which appeared with the first article of this series (page 20 of NPN Oct. 18) and in the maps

BUILT BY A CONOCO CONSIGNEE at Murray, Utah, this neat multi-pump is located on a road between the copper mines at Brigham and the homes of many miners. The consignee financed the station himself

of Philadelphia-Camden and the New Jersey side of the New York metropolitan area on p. 21 of this issue. These maps clearly show how the multi-pump stations are placed in the necks of funnels for great volumes of traffic.

Another typical multi-pump location is at the intersection of Lakewood Blvd. and South St. in the Los Angeles area. Lakewood is a through street from Long Beach to Pasadena. The intersection is near the Douglas and North American aircraft plants. In a single tract near this intersection 17,500 new homes are being built. Richfield has just completed a multi-pump at one of these corners. General Petroleum is starting construction of another.

George (Frank) Urich, who operates 16 self-serve multi-pumps in the Los Angeles area, has put all his stations on busy thoroughfares in what he calls "workingmen's districts." He tries to locate at the edge of a built-up area, rather than in the heart of it.

Three Good Types of Locations

One study of multi-pumps by a large company summarizes the following as best locations for new big stations:

1. On the main highways leaving a metropolitan area.

2. On streets leading to big industrial plants.

3. On streets or roads leading to freeways.

There are few multi-pumps operating or under construction which would not fit under one of those three headings.

A recently-completed multi-pump near Salt Lake City would seem at first glance to run counter to what are believed to be good principles of location. It is at Murray, Utah, and to the mid-day visitor appears to be out in the middle of nowhere. But inquiry discloses that it is on the road between the copper mines at Brigham and the homes of many of the miners. It has big peak loads when the miners are going to or from work.

One marketer has coined a phrase to describe the business that most multi-pumps are seeking—the "commuting traffic" which moves every business day and usually on a peak load basis.

Some attention is being given to locations on highways away from metropolitan centers. Those who are building on such locations believe that ease of entrance, one of the characteristics of the multi-pump, is necessary to catch fast-moving highway traffic. Taken as a whole, the industry perhaps is just beginning to adjust its concept of highway location frontage to match the increased speed of cars.

One of the major companies is building a multi-pump in a small desert town on one of the important transcontinental highways. The decision to make this station a multi-pump was based upon the presumption that the company's present outlet in this town misses a lot of potential business during the summer because (1) its facilities are often occupied in the touring season and motorists go on to the next station and (2) it is not big enough to grab the attention of motorists.

Esso Standard has built over the past two years a number of highway stations in the East with frontages of more than 200 feet so that motorists can come in off the arterial with ease.

Traffic Counts

Most companies use traffic counts in helping to pick locations for multi-pumps. None, however, considers that the traffic count by itself gives the final answer. In fact, one large company doesn't use traffic counts at all, feeling that its real estate development men know much more about the worth of a location than any statistics on the number of cars passing a certain point could possibly reveal.

Where they are used, traffic counts are considered to be just one point to be weighed in selecting a location. Speed of traffic is important, and

so is the character of the area surrounding the location. One company considers that an ideal multi-pump location would be:

1. On an arterial carrying a large volume of traffic.

2. At a point on this arterial where the traffic moves at 30 to 35 miles per hour.

3. In an area with a large number of homes within a radius of two or three miles.

There is such a thing as too much traffic. On one of the tours of stations in getting material for this series, the writer sat for fully five minutes in a car waiting for a break in the traffic so he could turn into a self-serve multi-pump. It was equally difficult to get out. The operator of this station said that the traffic had increased in the past two years to the point where the location is much less desirable than it used to be. A major company dealer with a corner location on the adjoining property also has felt the pinch of too much traffic, perhaps even more than the self-serve because the back up of cars from a traffic signal keeps his entrance blocked a good portion of the time. As a matter of mutual salvation, the major company conventional dealer and the private brand self-serve have torn down a fence between their stations. Now the major dealer's customers can enter off the main street through the self-serve property, and the self-serve's customers can enter or leave on a side street by way of the major station property.

As a general rule, a multi-pump with nearby residential areas will do a good week-end business, whereas a multi-pump which relies only on arterial traffic will not. There are exceptions. For example, a station leading to beaches or other recreation spots may prosper on week-ends without a residential background.

One survey, which is related at least indirectly to this point, shows that a multi-pump on a main intercity highway gets 80% of its patronage from people living within a radius of five to 10 miles.

Following are a few traffic counts near locations of multi-pumps stations (24 hour count unless otherwise designated):

Delaware River Bridge in Camden, N. J., near Save Way station—51,700 per day (taken last December).

Route 1 at Linden, N. J., Save Way station—41,000 per day.

State St. in Salt Lake City, Southern Petroleum station under construction—27,000 per day.

Chippewa Blvd. just outside St. Louis city limits, Gulf station—9,600 per 18 hours.

Kingshighway and Manchester in St. Louis, Standard of Indiana station—42,000 per 18 hours.

Wilshire Blvd. at Crenshaw in Los Angeles, near Craig and General Petroleum stations—24,000 per day.

Arroyo Seco Parkway in Los Angles (Arroyo Seco Parkway is a freeway between Los Angeles and Pasadena. There are several multi-pumps, self-serve and full service, at the Pasadena end of the freeway) —43,895 inbound to Los Angeles and 44,530 from Los Angeles per day.

One West Coast company made a survey to seek to determine the relationship between traffic count and gasoline gallonage. The results are summarized in a chart on this page. It shows, among other things, that three stations each doing 200,000 gals. per month were at locations with traffic counts of 16,000, 35,000 and 48,000 per day.

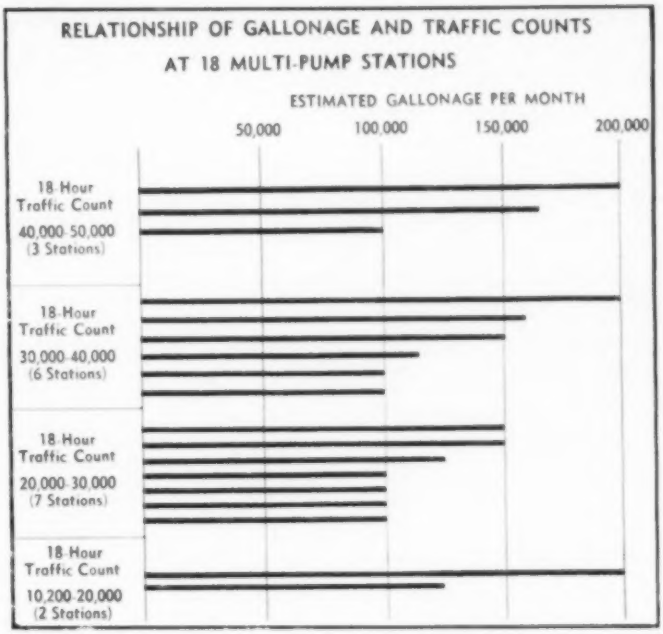
The report concludes that traffic volume is just one of several factors affecting station volume, others being:

Physical—Appearance, layout and facilities.

Personnel—Personality, experience and sales ability of attendants.

Product—Brand and price.

Population — Concentration, economic level, habits.



TRAFFIC COUNTS AT 18 MULTI-PUMPS doing 100,000 or more gallons per month are shown in the chart above. Note the wide variation in traffic counts at these high volume outlets

The Move to the Suburbs

That the relative importance of various locations has changed over the past 10 years seems obvious when it is considered that there has been a tremendous shift of the population into the suburbs. This shift has necessarily changed gasoline buying habits.

A table on page 21 helps tell the story of this shift. Between 1940 and 1950, the population within the city limits of the 25 largest cities increased a little over 10%.

In the same period the population of the built-up areas surrounding these cities has increased almost 34%.

The built-up areas beyond the city limits gained 116% in the Washington, D. C. metropolitan area. The Seattle figure is 96%, New Orleans 95%, San Francisco 75%, Denver 73%.

More people are using automobiles for driving to and from work. Those who always have driven their cars are using routes different from 1940 if they have moved in the meantime. If they are farther away from their work, they are in a greater hurry than they used to be.

The impact on gasoline selling of this mass movement of people has not yet been fully measured by any-

What Companies Want for Frontage and Depth At Multi-Pump Sites

Following is a table showing the frontages and depths which 12 different companies are seeking for multi-pump sites:

	Frontage	Depth
Company A	150-300	100-150
Company B	200 (inside) 125 (corner)	100 (inside) 115 (corner)
Company C	200 (inside) 150-200 (corner)	100 (inside) 100 (corner)
Company D	175 (inside) 150 (corner)	
Company E	200 (corner)	100 (corner)
Company F	150-300	
Company G	250-400	
Company H	150 (corner)	100 (corner)
Company I	200-250 (inside)	
Company J	150 (corner)	100 (corner)
Company K	135 (corner if vertical islands) 150 (inside if vertical islands) 200 (corner if parallel islands) 200 (inside if parallel islands)	125 (corner if vertical islands) 100 (inside if vertical islands) 150 (corner if parallel islands) 100 (inside if parallel islands)
Company L	200	100

one. Those who have studied it the most feel that it is part of the core of the multi-pump development.

How Much Real Estate?

The amount of frontage needed depends upon whether it is a corner or an inside-the-block location.

For corner sites for multi-pumps, two companies said they considered 125 or 135 feet as the minimum, four set 150 feet and one 200 feet. For inside-the-block, one put the minimum at 150, another at 175 and three at 200 feet. These figures were considered minimums. One company considers 250 as desirable, two said they are hunting 300-foot sites and another wants 400 feet where possible.

On this page is a table of answers to NPN's questions on what the companies considered the range of dimensions for multi-pump sites.

Among the general comments on frontage needed was that of a company which believes that the main determining factor is the speed of the traffic. The faster the traffic, the more frontage needed.

One company is trying to buy property adjoining some of its present stations, so that these stations can be remodeled along multi-pump lines. Another company, however, has tried two remodeling jobs and is convinced that the only way to build a multi-pump is to start from scratch. This company feels that remodeling requires so many compromises with what it really wants to do that it is better off either to tear out everything at an old site or simply to spend the money elsewhere.

Most companies feel that size in itself is not important. The objective of the big frontage is not to put in a fantastic number of islands, but rather to make the station quickly visible to the fast-moving motorist, then to give him ease of entrance.

Corner vs. Middle of Block

Corner locations are preferred by most major companies building multi-pumps, as well as by some private brand operators. These private brand companies with considerable multi-pump experience, however, will not even consider a corner.

One of them has these definite specifications—middle of the block with no large buildings on either side.

The majority of both major and private brand companies, while preferring corners, will take either if the other circumstances of the location are favorable, particularly the amount of property available.

The Number of Islands

The number of islands being planned in stations now in blueprint stage or under construction ranges all the way from four up to 11.

Of the companies that had a firm opinion as to the number of islands preferred, five companies said four islands, three companies said five islands and two companies said six islands.

Among the companies with the greatest amount of actual experience in multi-pump operations, the majority favor just four islands. On the other hand, a private brand operator who has had successful multi-pumps for many years said that his policy is to install as many islands as possible consistent with allowing ample space for the motorist to drive in and out easily.

A company which favors four islands came to that conclusion, at least tentatively, after discovering that in a six-island, 12-pump experimental station, 47% of the gasoline was sold through the two pumps closest to the station building and that the two most distant islands did very little business.

Of the multi-pump stations now operating on the West Coast, 59% sell two grades of gasoline, 39% sell three grades and 2% sell four grades. Incidentally, all of the four-grade stations and two-thirds of the three-grade stations are in California.

Most of the major company multi-pumps will have two pumps per island. Of those installing three pumps, at least one is doing so with the idea of perhaps carrying three grades of gasoline. Another is hedging against the possibility of three grades of gasoline by installing two pumps per island, but putting in piping for a third pump.

Parallel, Vertical or Angle?

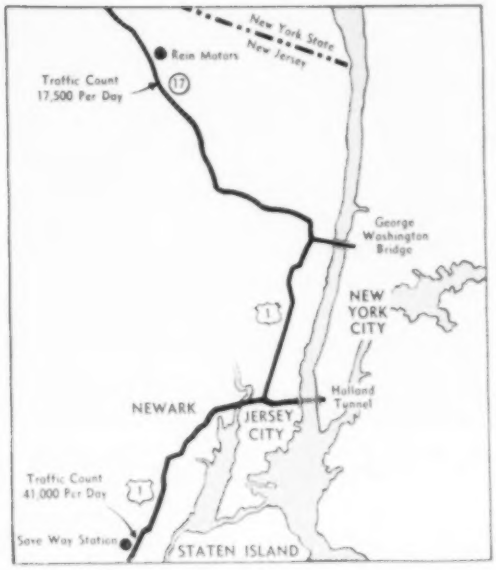
The details of the facilities at multi-pump stations are receiving an immense amount of attention from everyone who has such stations or is building them.

A point on which there is considerable difference of opinion is whether pump islands should be parallel to the main thoroughfare, vertical to it or at a 45 or 60 degree angle.

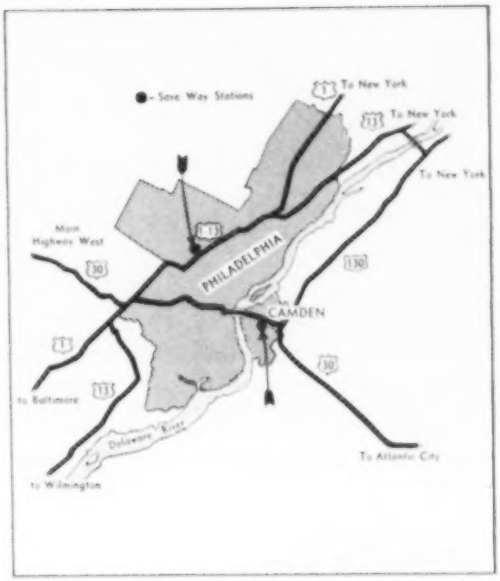
Twenty companies—12 major and eight private brand—were asked their preferences on island arrangement. Here are their answers as to first choice:

MAJOR COMPANIES	
Vertical to street	6
Parallel to street	2
45 or 60 degree angle	4
PRIVATE BRAND	
Vertical to street	6
Parallel to street	1
45 or 60 degree angle	1

Of the 12 that named vertical as the first choice, three said they would build 45 or 60 degree angle islands if a suitable location for the vertical arrangement were not available because of curb cut regulations. Two said that parallel would be second



TWO LANDMARKS IN MULTI-PUMP development in East are shown on this map. Rein Motors at Paramus, N. J., was first self-serve in New Jersey. (The state later passed law banning self-serves.) Save Way station at Linden, N. J., did such big gallonage after it opened a year ago that it became most-discussed station in U. S.



LOCATIONS OF TWO SAVE-WAY MULTI-PUMPS are shown in this map of Philadelphia-Camden area. A picture of Philadelphia station appears on front cover of this issue. One oil executive told NPN that he regarded Save Way's Camden location as one of the best in the United States

choice. The other seven said they would not build unless the location could use vertical islands.

While the parallel island gets the smallest vote, this writer left one interview convinced that this arrangement should not be discarded willy-nilly by anyone planning multi-pumps. The advocate of the parallel plan was one of the best-informed field men on multi-pump operations, and he contends that many companies will return to parallel after they've tried the others. He insists that a properly planned parallel layout will give the motorist greater ease of entrance than the vertical or angle.

As pointed out in the first article in the series, two companies are so anxious to study first-hand the various island arrangements that they are building experimental stations with islands that can be changed from vertical to parallel or angle at small expense.

A majority of the companies is planning some place for the attendants at the pump islands. The companies doing this feel that it is important in a station covering a big expanse to have the attendant—whether at a full-serve, part-serve or self-serve station—in a spot where he can quickly get to the car.

In colder or rainy climates, shelters are being built. In the warm areas, such as Southern California, the spot for the attendant may be nothing more than a beach-type umbrella.

The idea is that there should be two-way visibility. It is not enough for the attendant to see the approaching car; the motorist also should see the attendant in a place where he is ready to go to work, whether merely to take the customer's money at a self-serve or to perform all the services at a full-serve station.

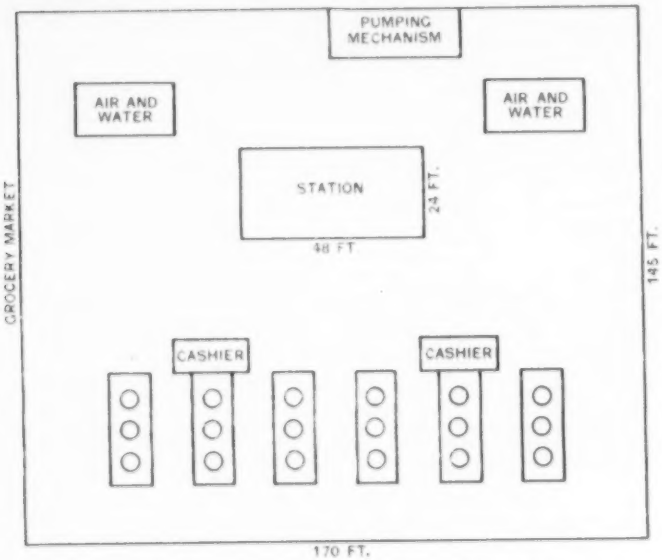
One company plans to have a cash box at each island. The two pumps will be at the street end of the island, and the cash box at the other end. The front of a car driving in will be near the attendant and the

Growth of Cities Compared with Growth of Suburbs

	City–1950	City–1940	Pct. Change	Remainder of Metropolitan Area–1950	Remainder of Metropolitan Area–1940	Pct. Change
New York	7,841,610	7,454,995	5.18	4,996,523	4,205,844	18.79
Chicago	3,631,835	3,396,808	6.91	1,862,294	1,428,719	30.34
Philadelphia	2,057,210	1,931,334	6.51	1,594,520	1,268,203	25.72
Los Angeles	1,954,936	1,504,277	29.89	2,376,926	1,412,126	68.32
Detroit	1,837,613	1,623,452	13.19	1,159,800	753,877	53.84
Baltimore	939,865	859,100	9.40	384,450	224,200	71.47
Cleveland	909,546	878,336	3.55	548,013	389,934	40.56
St. Louis	852,523	816,048	4.46	821,905	616,020	33.41
Washington, D. C.	792,234	663,091	19.47	660,115	304,954	116.50
Boston	788,552	770,816	2.30	1,584,816	1,426,805	11.23
San Francisco	760,381	634,536	19.83	1,453,103	827,268	75.65
Pittsburgh	673,756	671,659	.31	1,329,170	1,410,957	7.67
Milwaukee	632,928	587,472	7.73	230,999	179,413	28.75
Houston	593,690	384,514	54.37	208,502	144,447	44.34
Buffalo	576,506	575,901	.10	505,189	382,580	32.04
New Orleans	569,407	494,537	14.93	112,630	57,707	95.17
Minneapolis	517,410	492,370	5.08	589,956	448,567	31.52
Cincinnati	499,744	455,610	9.68	398,287	337,434	18.03
Seattle	462,981	368,302	25.70	268,136	136,678	96.18
Kansas City	455,290	399,178	13.55	324,941	287,465	13.03
Newark	473,832	429,760	1.87	(included in New York Met. area)		
Dallas	432,895	294,734	46.84	178,047	193,839	11.47
Indianapolis	424,085	386,972	9.74	124,384	73,954	68.16
Denver	412,823	322,412	28.04	147,538	85,256	72.83
San Antonio	405,573	253,854	59.92	90,117	84,322	6.87
*Totals	29,020,321	26,220,308	10.67	22,150,351	16,569,665	33.68

* Totals do not include Newark.

SELF-SERVE ON BUSY 21ST ST. just outside Salt Lake City is owned by Southern Petroleum Co. At this station, customer fills own tank with gasoline, but attendants check oil and clean windshield. When NPN representative visited this station, it was doing big business at 1.5c under most conventional outlets. Sketch of layout appears below



THIS IS LAYOUT OF SOUTHERN PETROLEUM station near Salt Lake City. Photograph of this station appears at top of the page

each box while the gasoline tank will be near the pumps.

Number of Bays

The number of bays depends mostly upon the location. For a station on a fast highway without a residential area nearby, one bay or one bay plus an outside hoist is considered adequate by most companies.

If the station is close to a residential district, the preference is for two bays. One company is putting in four bays at a special location where it expects to do a good-sized lube and wash business because the arterial from which it will draw traffic leads to a top-income suburb in which the company already has good acceptance.

Actually, however, few of those interviewed seemed certain that they are making the right decisions on lubrication facilities. There is very little experience from which to draw on the need for service bays at multi-pumps. One company, for example, is trying to plan every multi-pump layout so that bays can be added later. An executive in this company has a hunch that the lubrication potential has been grossly underestimated at some multi-pump sites.

Bays are part of the station building in practically all of the projected layouts, but a few will be tried with separate buildings at the side of the property for lube, wash and tire service. In these layouts, the objective is to keep the office building as small as possible so as to increase the appearance of openness in the pumping area.

Restrooms at Multi-Pumps

About half of the companies are planning to install the same restroom facilities at their multi-pumps as they have at present conventionals—a stool and lavatory in the men's and the women's. The other half are studying intensively the question of whether a multi-pump requires extra restroom equipment.

In most instances, they have reached preliminary conclusions that a multi-pump station should have at least one men's urinal in addition to the usual equipment.

One company will try women's urinals at two stations. Another hasn't finalized its plans, but may put two men's urinals and one women's at each of its new multi-pumps. These would be in addition, of course, to a stool and lavatory in each restroom.

Still another company believes that each restroom at a highway multi-pump should be able to accommodate two, or preferably three, people, but hasn't decided exactly what the facilities should be. The tentative plan calls for two stools and a urinal in the men's and one stool in the women's.

One of the biggest of all highway stations—the 32-pump Slim Olson station near Salt Lake City—

NOTE THE MANY KINDS OF LIGHTING used at this Star Gas station, Skinker and Rosedale in St. Louis. Achieving proper lighting to attract customers is one of the big problems of setting up a multi-pump

has a separate building for restrooms. The building, which will accommodate at least six people in each the men's and women's sides, is air-conditioned in the summer.

An operations manager for a company building several multipumps summed up the restroom problem this way:

"Like everything else about the mu'ti-pump, the restrooms will have to be planned specifically for each location. And over-all we must consider that the motorist patronizing a multi-pump will be no more patient about having to wait for restroom accommodations than he would be waiting to find a place at a pump island.

"We don't know the final answers because we haven't had the experience in building and running these big stations. Until we do, restrooms are part of the experiment."

Lighting and Signs

Everyone believes that A-1, 100% lighting and signs that will draw the motorist into the station are essential at a multi-pump, but no one claims to have solved these problems yet.

There is a great deal of experimenting with both lighting and signs. At one station the principal sign has been moved three times in six months. Another company is seeking to determine the importance of a big and expensive sign by putting such a sign (costing over $10,000) at one experimental station and using only a normal-sized sign at another.

The big problem with signs at multi-pumps is placing them so that the motorist can see them in time to get into the station even though he may be traveling 40, 50 or even 60 miles per hour.

Practically every kind of station lighting is being tried at the new multi-pumps, and changes are frequent at stations that are considered experimental by the companies operating them.

One company is considering lighting the skirt of each island. Another is lighting the skirt of the station building.

Canopies

Canopies have not been widely used east of the Rockies for a number of years, but they continued to be popular west of the Rockies until very recently because of the hot sun in southern California and Arizona and Nevada, and because of the rain in Washington and Oregon.

Few stations being planned now, even west of the Rockies, have canopies. The two principal objections to canopies seem to be (1) that they run counter to the appearance of openness which companies are trying to achieve and (2) that supports for all types except the cantilever create hazards for the motorist.

The decline in popularity of canopies applies also to conventional stations, many of which are being planned without them. A large company has designed nine out of 10 of its West Coast stations, including conventionals, without canopies. Even in Arizona, where there is a blazing hot sun a good portion of the year, the canopy is no longer considered necessary.

Some stations still are being built with canopies. One is illustrated on page 17. It is a self-serve, selling Tide Water Associated gasoline under that brand, in Seattle. One of the self-serves in Houston has a similar canopy.

In addition to providing shade from the sun and shelter from the rain, canopies have been used to help identify stations. To get back the identification they are losing by discarding canopies, one company is building a tower-like structure at multi-pumps and another is using a fin-like extension from the station building to the front of the property.

Other Facilities

Self-serves, with a few exceptions, have the air and water away from the pump island. The reason for this arrangement is to get the motorist away from the pump island after he has gotten his gasoline so as to make room for another customer at rush hours.

Major companies in most cases are putting air and water at the island. One, however, is putting air and water at the island at some stations, away from the island at others, and at a few stations has piping in so that air and water can be installed at either place or possibly both.

Billboards to frame stations are coming into wider use. Two companies will have outdoor telephone booths at some multi-pumps.

A major company is picking up an idea used by a number of self-serves—having equipment so a customer can vacuum his own car—but is carrying it a step further. Along with vacuum cleaners at the back of the station property, this com-

FIVE POINTS TO NOTE in this picture of a Community Stations, Inc., self-serve at 5409 East Beverly Blvd. in East Los Angeles are: (1) Umbrella under which women cashiers sit near pump islands. During spare time they write postcards soliciting lube and TBA business. (2) Cashier with arm in air is signaling lube man to check oil in her customer's car. At Community Stations women cashiers call lube man for oil checks or TBA sales. (3 and 4) Air and water at back of station. Customers check their own tires and radiators. (5) Car on lift for lubrication. This self-serve does good lube business

pany's multi-pumps will provide equipment so a customer can check his own battery and do other minor tinkering with his car.

To summarize this portion on location and facilities, two comments made to NPN are appropriate:

One executive suggested that even if the cut-rate multi-pumps had not come into the picture and even if there were no consideration of costs, the oil industry would have been forced to build bigger stations to take care of the big peak loads of business that are due at least in part to the movement of people to the suburbs.

The other said that we are just beginning a period of more careful selection of station sites and more careful planning of layout and facilities. Each location and each market must be treated as a special problem in multi-pump planning and operation. This whole development, he added, will be accompanied by a lot of birth pains, but will be a good thing in the long run for gasoline marketing because it will compel better and more scientific thinking about petroleum product distribution.

Service at the Self-Serves

"When it rains, we pour" says the sign on a self-serve where gasoline is put into the tank by an attendant whenever the weather is bad. Many self-serves have signs saying that they serve gasoline for women. About half of them check the oil, check the water and wipe windshields.

The self-serves do give more service than they did a year or two ago. This is mainly because two things have happened as the gallonage per self-serve outlet has declined:

1. To recapture a portion of the profit they lost in coming down from the fantastically high gallonages, most have gone seriously into lubrication and many have taken on tires, batteries and accessories. Giving service is part of the sales promotion for lube oils and TBA.

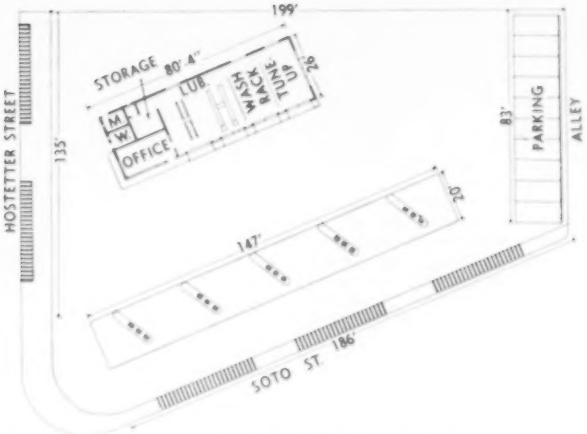
2. Cashiers now have some idle time. Most owners of self-serves feel that it is better for their employes to use this time helping customers than just to stand around.

Serving gasoline in bad weather, when business is bad anyway, or to women, who usually buy gasoline at nonpeak hours, does not require additional help at a station. One self-serve chain, incidentally, has 17% to 20% women customers.

The big majority of self-serve customers, however, still put the gasoline into their own tanks. One of the newest self-serves in the country does everything that a conventional does in way of service, except for pumping the gasoline.

It would be fair to say, NPN believes, that while the self-serves have gone further into service, they continue to give the customer the impression that he is earning a saving by doing at least part of the work himself. One self-serve chain owner is convinced he would lose a big chunk of business if he had attendants put gasoline into cars, even

UNDER CONSTRUCTION IS THIS GENERAL PETROLEUM multi-pump station with 60 degree angle islands at the intersection of Soto St. and Hostetter St. in Los Angeles



SKETCH OF THE LAYOUT of General Petroleum station under construction at Soto St. and Hostetter St. in Los Angeles

though his price relationship with other stations did not change.

Some self-serve owners are considering adoption of the slogan "Serve Yourself and Be Patriotic" if full-scale war comes. Or they may use it as part of a general promotion campaign built around the idea that self-serve stations release additional manpower for the national defense program. Among the private brand multi-pumps which put gasoline into the customer's car, there are all degrees of other service—from practically none up to the highest quality service given at any gasoline station.

As mentioned previously, the major companies planning multi-pump outlets expect to give full service, but a number of them concede that it may not be possible to do so at peak load hours if they are to keep unit selling costs low.

The line of difference between self-serve stations and others has grown somewhat thinner. It seems quite possible that this difference will be less and less as time goes on, if for no other reason than that the cost of labor may continue to climb to a point where super-service will be impractical.

A survey of multi-pump stations on the West Coast, 80% of them self-serves, showed the following tabulation on driveway services:

Check oil	57%
Check water	47%
Wipe windshield	47%
Check tires	27%

Another survey shows that 20% to 28% of self-serve customers do not like to wait on themselves, but buy at self-serves anyway, because of price or location. Two-thirds of all the people interviewed said that service is more important to them than price. Those who have studied this survey are inclined to discount that figure on the grounds that the average citizen does not like to admit to an interviewer that he is a price buyer.

Without question there are a lot of customers who make one gasoline purchase out of three at a conventional station in order to get some service that the self-serve they ordinarily patronize does not give. Even some credit card customers are in this one-out-of-three group, but as a whole credit card holders are the most loyal patrons of conventionals.

Two owners of successful self-serve chains told NPN that the super-service at some conventional stations is resented by more motorists than is

generally realized. One of them put it this way:

"A fellow who wants to spend only $1 on gasoline the day before payday hesitates to go to a dealer who knows him personally and in effect admit that he's broke. Instead he'll go to a self-serve or part-serve multi-pump. If he goes to a conventional station, where he gets a lot of service he's embarrassed at buying only $1 worth of gasoline and nothing else."

A few major company executives say that they are not certain that the full service for which they have so long worked pleases as many motorists as they have supposed.

People are in more of a hurry than ever. One major executive told NPN that in his opinion, multi-pumps cannot give faster service than conventionals, but that most motorists think they can. Another said that multi-pumps appeal to drivers "who think they are in a hurry."

A self-serve owner has timed motorists at his stations and conventionals. He has clocked cars getting in and out of his self-serves in one minute and 40 seconds, compared with six to 10 minutes at conventionals. A part-serve multi-pump, he believes, could do just as well on time as his self-serves.

What Multi-Pumps Sell

The survey of multi-pump stations on the West Coast, 80% of them self-serves, has the following tabulation on sale of TBA items, lubrication, and car wash:

Tires	79%
Batteries	74%
Accessories	51%
No TBA	18%
Lubrication	59%
Car wash	28%

Percentages for multi-pumps east of the Rockies would be a trifle lower than those for the West Coast, in NPN's opinion.

Where multi-pumps do not handle TBA or lubrication, it is common practice for them to send customers wanting these items to nearby conventional stations. A few multi-pump owners have leased out space for lubrication and wash facilities on their premises.

Several multi-pump chains that have gone into TBA and lubrication have done very well. Here are four examples:

Chain A—Sells more tires under the budget plan than any other distributor in the United States of a big national brand tire company.

Chain B—Has three hoists at one station and is planning to add two more in order to handle lubrication business he now turns away. Nets close to $1,200 a month on speedy car wash and polishing.

Chain C — Does 235 lube jobs a month at one station with one hoist. Other stations in chain do almost as well.

Chain D—Maintains a lube oil to gasoline ratio which compares favorably with the best ratios shown by conventionals.

Three of the biggest private brand multi-pump chains (two of them giving full-service and the other a self-serve) do lubrication but continue to stay out of the TBA business. One small self-serve chain, which appears to be a profitable operation, doesn't do either. This chain sells canned lube oil and that's the extent of its connection with TBA and lubrication. The only service offered at the stations in this chain is putting water in batteries on request.

One multi-pump chain, incidentally does an excellent ice cream business. Another is making a substantial profit on car wash as the only service it offers. A third sells a considerable volume of fuel oil for space heaters. And a fourth is arranging to handle LP-gas at two outlets that are near trailer camps, many residents of which use LP-gas for cooking.

Several Brands of Lube Oil

At most of the private brand multi-pumps visited by NPN, several brands of motor oil were prominently displayed. These big volume stations, unlike the average conventional dealer, can afford to carry the big total inventory of oil that is required if all types of several brands are to be available.

There are two reasons for offering a number of motor oil brands:

1. The presence of well-known brands of oil generates confidence in the station. The implication is that the gasoline is of similar high quality.

2. Motorists are more brand conscious on motor oil than on gasoline. One large multi-pump owner told NPN that he lost more customers by not having the motor oil they wanted than in any other way, so now he stocks every brand he can buy. Another said: "Many people have definite ideas on the kind of motor oil they want, so we carry all kinds and give them what they want."

A full-service multi-pump visited by NPN carried three Pennsylvania-grade brands, four national major company brands, its own private brand and two other brands with which the writer was not familiar. A self-serve carried two national major brands, two national nonmajor brands and its private brand. These two were typical.

This tendency of the multi-pump to carry several brands of motor oil could be another new trend in petroleum products marketing.

NEXT WEEK — Management of multi-pump stations.

This article on the Multi-Pump Service Station, those published October 18 and October 25 and the one scheduled to follow on November 8 will be reprinted in book form by *National Petroleum News*.

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Majors Need More and Stronger Competition

Here is a reader's letter that raises several of the most important basic problems now before the oil industry, including the continuance of healthy competition. They are well worth further discussion, even though the points have been much discussed in recent years. It seems to be difficult for the parties chiefly concerned to arrive at an understanding for a fair and practical approach to those problems.

The letter is from Mark Young, proprietor of the Mark Young Oil Co., Charles City, Iowa, a Phillips brand jobber. He writes to NPN—

"I have read your editorials for several years and heard you talk at Des Moines at the Independent Oil Jobbers meeting. I must say I agree with you fully but cannot fol'ow all your dope.

"Apparently the oil industry is always right in the decisions and the government always wrong according to your writings. I believe you are a little naive aren't you? Let's be honest.

"Every time one of the majors buys out a small competitor one more is lost to competition and we come that much closer to government control. Unless that trend is stopped sooner or later the people will demand control of a huge combine or combines.

"As far as I am concerned I believe I can make a little money in my little jobbing business looking into the near future, but looking down the road to several years ahead I cannot see much chance for the small jobbers unless the majors are forced out of the marketing end.

"Now I have heard all the arguments against etc., but do you honestly believe that people will quit buying fuel oil and gasoline if some majors are forced out of marketing?

"In other words I sincerely believe that to keep the oil business free, no company should control oil products from refinery to the ultimate consumer. Right now we have a sample of same. The price of fuel to us jobbers has gone up and we raised the necessary tenths of a cent to cover our increased cost. The majors sat on our prices until we had to drop back or lose our customers. Would you try and explain some other way?"

Disregard for Jobber Breeds Divorcement Talk

Here is the specter of divorcement again and also here is the reason for the whole agitation for divorcement, to wit that the Independent competitors believe that the policy of the majors toward them is ruthless, unthinking, disregardful of their rights and best interests and, with some people, that major policy is even actually planned for the purpose of drying up competition.

Mr. Young does not name it, but there still is a widespread belief that the majors make a whale of a lot of profits in their producing, pipe lining and refining with which they subsidize excessive lossses in marketing for the purpose of driving competition out.

For years the majors pretty much ignored the agitation for divorcement laws, but this year they are getting articulate. However, in the rejoinders we have seen the majors ignore the charges on which the demand is based and the majors ignore the people in the industry who have been making the demand.

Major spokesmen seem to assume that the demand is coming solely from uninformed Congressmen and from social schemers in the Department of Justice, who are bent on knocking out "big business" if for no other reasons than because it is "big." It is true that there are politicians at Washington who make these attacks for political reasons, but these are the result of the fact that over a long period of years there has been a demand for divorcement from Independent marketing competitors who make the demand in retaliation and in defense of themselves. The percentage of Independent marketers who actually are actively seeking divorcement may be 10%, 25%, 50% or more, but whatever the number they are a potent group, whose ranks may be enlarged or decreased depending mostly upon how the majors conduct themselves in relation to the Independent competition.

Jobbers Fear Bigness Will Get Out of Hand

From NPN's many conversations with those Independents who say they favor divorcement, it would seem that they have accepted the idea not so much as a means of creating any more efficient marketing system but chiefly, if not solely, to break, as they believe, the power of the majors and force them to abandon at least some of their alleged unfair practices. The jobbers are not necessarily afraid of "bigness" as such, but from their knowledge of competition with "bigness" they are afraid of its getting out of hand. The Independents never know but what at some time in the future the big guns may go off and their shells will be so powerful that the Independent will be blown out of business, before he can appeal to court or Congress, and this sad fate, he fears, even though the majors had the best of intentions in the world and really did not intend to hit them.

Major company spokesmen have of late been appealing to the public and to Congress to recognize the benefits of "integration" and to appreciate the harm that might be done the present living standards of the public if it was forbidden. This talk is about "integration" but the movement for "divorcement" is prompted more by fear of "bigness" than "integration" in and of itself. There is hardly a single Independent refiner today, no matter how small, who is not "integrated," but there is no fear of him. The "divorcement" agitation is also a part of the agitation by the general public that "bigness" may become so "big" that the public's freedom may be threatened.

The jobbers attitude—if one may accept the danger of oversimplification—is one of protest and antagonism rather than the holding of any well thought out detailed plan as to how he would be better off if there were no

"integration." Obviously, because of the vast size of the petroleum market, there would still be units of enormous size if the same low cost and efficiency were maintained at the same time that major company operations were split up. And no administration at Washington would ever agree to any policy toward any industry that might admittedly increase costs and prices.

The problem before the major companies and the whole oil industry is primarily one of fair industry relations and on this the majors have done a poor job over the years, though there is much evidence that some of them are making good progress for improvement.

What we have to do is to be forever curiously testing new opinions and courting new impressions.—Walter Pater (The Renaissance)

Comments from readers on NATIONAL PETROLEUM NEWS editorials are always welcomed, because the main purpose of an editorial page is to arouse discussion of important problems. Please address comments to Warren C. Platt, Editor, 1213 West 3rd St., Cleveland 13, Ohio.

API Advertising Poultice Not Enough for Cure

When the API's public relations program was started nearly five years ago, the diagnosis on which it began did not go far enough. That diagnosis simply told what a poor opinion the public had of the industry, whereupon a poultice of much advertising was applied generally. Had the diagnosis gone further, and many interested persons tried to get it to go further, the cause would have been found to be the results of thoughtless, heedless and sometimes ruthless handling of the competitive situation between the majors and even their own and best jobbers who own and operate almost half of marketing to the motorists, trucker and oil consuming householder.

What is needed is a better understanding within the industry and that is now being intelligently developed. Individual major companies are analyzing their own relationship to their competitors, are creating special groups within their staffs not only to help teach their own people and their jobber outlets with more of the what and the why but to develop better handling of the whole relationship, including achieving more dollar profits.

The API's long dead marketing division has at last come to life in intelligent hands and is giving practical profit programs that will help the jobber to be a better marketer. More, however, can still be done by the API such as causing not only the API but the major companies to study the question and declare that they really want competition and what they will do about it to make it better, fairer, more profitable and of such strength as to insure that no national administration will ever be able to take it over because it is a "monopoly." Then, with this affirmative decision made, let the API and its major companies have good experts study with these competitors as to what best can and should be done.

Buying Small Competitors Is Bad Public Relations

One criticism by Mark Young is that the majors do not seem to realize that when they buy out a small competitor they are reducing the competition they allegedly want. That has been a highly foolish policy of the majors. And when they get a small competitor they eliminate all evidence that he ever existed, thus helping to make the public and the government believe that competition has been reduced as it actually has.

To forbid a small company to sell out to the big one would not be fair to the owner of the small business, his family and heirs because it would narrow drastically the market for the business. But the big companies themselves can reduce these sellouts if, as companies or groups of companies, they provide the means of financing the sale of small business to other small business interests or to employes.

This oil industry is so stupendous, not just big, that its political dangers will constantly increase unless a better over-all policy to provide and protect competition can be developed and applied. But it also is so stupendous that these majors might well of their own motion, and we know at least many of them have, seek ways of making themselves less "big", not only for their political future but for the good of their own management. This does not necessarily mean wholesale "divorces" but it can mean delegating certain activities to allied or subsidiary companies as is even now the case.

Most of the pipe lines are entirely separate companies, their rates and profits under the control of the ICC and open to the public. They seem to be operating all right though when this form of "divorcement"—rate making by the ICC—was first proposed 40 years ago there were shrieks of anguish from the then majors' headquarters. However, not even the majors have gotten any public relations benefit of this fact, that the pipe lines are Independent, are common carriers in fact as well as in law, and are restricted by their own and other competition and the orders of the ICC to a nominal profit of some 7% on a valuation established also by the ICC. If the majors told of their own natural breakdowns by companies and divulged the profits of their many allied and subsidiary companies and sold this to the industry there would be less cry for "divorcement" and less need for the majors discussing the beauties of "integration."

NPN never has thought divorcement held for the Independents the benefits that they assumed, but NPN does believe that the establishment of an intelligent and understanding industry relation policy by the majors, and its agressive prosecution, for the development of strong and constructive competition and the further strengthening of the National Oil Jobbers' Council which at last is under way, will give Iowa Jobber Mark Young far more assurance of the continued security and profitableness of his own business than he now holds. What this oil industry needs, in addition to the high efficiency and great technical and financial strength of the majors to master the tremendous problems of finding and refining oil, are more Mark Youngs, each equally efficient and strong and profitable in his way in his home neighborhood.

Comments from NPN readers, in addition to those of Mr. Young, appear on pages 48 and 49 of this issue.

MIDWEST

Jobbers Turn Local Price Leaders To Protect Margins on Fuel Oil

By Leonard Castle, Midwest Editor

If any additional proof was needed that the Independent jobber in the Midwest can be, and often is, the price leader, it has come during the past two or three weeks.

A month ago there was widespread complaint that the jobber was being "put in the squeeze" on fuel oil margins because the tank car price had risen while the tank wagon and consumer prices remained the same. This whittled his fuel oil margins, on the average, from 2.5c per gal. to 1.75c.

First, the jobbers appealed to supplying companies to do something about it. Action was not immediately forthcoming and there was not much indication that it would be in the future. Those jobbers with guaranteed fuel oil margins written into their contracts were protected, of course. But many jobbers without such protection decided it was time to take the initiative themselves in obtaining enough profit to keep themselves in business. The facts of the matter were that no one else was going to do it for them.

Thus, on a local basis in many areas throughout the Midwest, an Independent jobber took the lead in increasing his fuel oil prices sufficiently to make up the lost margin. Usually he was not left holding the bag. The increase was a sound one, clearly warranted by local economic and competitive conditions. For this reason, his competition, Independent and major company, followed the price increase which enabled all to cease operating on a basis of breaking even or losing money on fuel oil sales.

It took courage for some of the Independent jobbers to step out and assume price leadership. They had not the least assurance that anyone else would follow, and if the others hadn't gone along, they naturally would have had to back down. In a few instances, this happened, and the jobber who increased his prices found himself sitting alone on a plateau. But in the few cases where this happened, it is probable that because of local economic and competitive conditions, the other companies felt a price increase was not warranted.

In other words, in both instances, whether the prices were raised or remained the same, the laws of local competition were hard at work and were the final determining factor in what happened.

* * *

Midwest oil men who are faced with restrictive bulk plant ordinances might desire to study the ordinance drafted for Mitchell, S. Dak., by J. E. Adrian, executive secretary of the South Dakota Independent Oil Men's Assn., and local city and fire department officials. It rapidly is becoming recognized as a "model" ordinance and is being adopted by other South Dakota municipalities.

The Mitchell problem arose last spring when the city set out to recode all its ordinances. Bulk plants became a special target because of a serious fire in Mitchell several years ago. First, the council's attitude was that bulk plants should be forced to move outside the city limits. When this seemed impractical, the council proposed such severe restrictions that the plants might as well have been moved to the country.

At this point Mr. Adrian stepped into the picture. In addition to his oil industry position, he was president of the South Dakota Municipal League, and this enabled him to work with the Mitchell officials on an equal footing. After numerous conferences with the city attorney, fire chief and members of the council, an ordinance was enacted which contained these features:

Underground tanks shall be not less than two feet below the surface and below the surface of any piping to which the tank may be connected, or under 12 inches of earth and a cover of reinforced concrete at least six inches in thickness.

Tanks mounted vertically shall be placed on a reinforced concrete ring foundation the outside diameter of which shall be at least two feet greater than the diameter of the tank.

Tanks installed horizontally above ground shall have foundations and supports of masonry or other noncombustible material except that wooden cushions not more than two inches in thickness may be permitted.

All above ground tanks shall be electrically grounded by driving one or more metal ground rods to permanent moisture.

Each above ground tank of over 100 gals. capacity shall have a vent opening in addition to safety valve, such vent to be so arranged as to prevent rain or snow entering the tank.

Each above ground tank shall be provided with a suitable relief valve to be approved by the fire chief, which valve shall be so designed, constructed and installed as to effectively prevent the development of excessive internal pressure due to exposure fire surrounding the tank.

Complete details of the new ordinance may be obtained from Mr. Adrian at Yankton, S. Dak.

ATLANTIC COAST

Oil Men Told to 'Holler' for Cash With Collections Growing Tougher

By Raymond E. Bjorkback, Eastern Editor

The credit manager of a major company in New York is of the opinion the marketer may be headed into a period in which collections will be really hard to make.

He's noticed that his company's retail fuel oil accounts at summer's end were lagging considerably behind their position at the same point the year before. This, he says, could denote a trend.

He points out that:

1. Federal Reserve Board figures show that the public put itself pretty deeply in hock with forward buying touched off by the Korean war.

2. Strikes have reduced buying

power in a sizable number of communities, and more may develop.

3. The same is true of lay-offs due to plant change-overs to mobilization work, and to materials shortages.

4. West weather has made for poor crops in certain important agricultural sections.

5. Credit restrictions are depressing activity in home building and other lines.

"The cash just isn't going to be there—for everybody."

He suggests that the oil man had better "holler pretty loudly" for the money that's coming to him.

* * *

Some eastern marketers are beginning to wonder if the lofty prices which tanker charters are commanding could mean trouble ahead in keeping distillate output at high enough levels for the new heating season.

Independents in New York Harbor "in droves" have been laying off buying spot cargoes of fuel oil since charters went into their most recent climb—to a point indicating a prohibitive barge-delivered price.

If enough product is thus backed up at the U. S. Gulf, the men point out, distillate prices there may be depressed so that the differential favoring fuel oil over gasoline won't be enough to make it worthwhile for refiners to maximize distillate yields.

Not for a long time have tanker charter prices been such a factor in the market.

They were named by one company as the chief reason it did not reduce gasoline prices at Eastern Seaboard points recently when it reduced them at the Gulf in a move to widen the gasoline-fuel oil differential.

The consensus is that the unruliness of the tanker market can't be anything but temporary, but the question at the moment is how long it will last.

One reason for it, according to marine transportation experts, is that Europeans took to grabbing up "every charter in sight" as the Korean war broke—and kept at it.

Also, however, tanker-owning U. S. oil companies have been using a few more of their vessels themselves, instead of letting them out on charter, thus also helping to dry up tanker availability.

And it takes only a relatively small increase (or decrease) in demand for tankers, as well as products, to affect price.

The condition is regarded as merely temporary because no actual tanker shortage, as such, is seen to exist or be threatened.

* * *

Jobbers who have gone in for institutional advertising, as a supplement to straight products advertising—and those who have hung back from it—could well take note of some observations made recently to the Springfield (Mass.) Advertising Club by A. R. Boehmer, sales promotion manager of Socony-Vacuum.

He said he is convinced that improvement in institutional advertising will be "one of the big developments in the advertising field during the next five or ten years."

Rationalizing the over-all industry effort to "get as many friends for the industry as possible" after it was determined that "people just didn't know us or how we conducted our business," Mr. Boehmer listed four strong arguments in favor of institutional advertising:

"1. It makes for better customer relations when people want to do business with you.

"2. Employes like to work for a business that is progressive and has high public respect.

"3. Additional friends will be helpful in case somebody proposes to saddle the business with new, unnecessary and burdensome regulations—local, state or federal.

"4. Friends will be helpful if someone suggests putting unjust tax burdens on the consumers of petroleum products."

PACIFIC COAST

Winter's Darkness Emphasizes Need For Close Check on Station Lighting

By Frank Breese, West Coast Correspondent

As the days grow shorter, more importance is placed on station lighting. The increased hours of darkness throw a heavier burden on lighting, not only for illumination but also for attraction.

So, Union Oil issued a pertinent call to dealers to give special attention to lighting and set forth some directives on care. As in the case of many western stations, Union Oil installations for the most part feature a fluorescent type of lighting system.

The Union Oil directive remarked that light is a salesman during the dark winter months and the fluorescent lighting systems installed in many Union Oil dealer stations are super salesmen. "As long as you take care of (them), they work cheap; but once they start to get dirty, you begin paying for light you don't get."

Then, the following points were listed:

1. A good program includes dusting once every week or two and washing once a month.

2. The lighting tubes may look clean from below, but the top has to be clean, too. Much of the light is reflected downward from the underside of the canopy.

To emphasize the point, Union Oil cited some pertinent figures. In one month, says the company, a new lamp that isn't cleaned can lose:

10 to 12% of its lighting efficiency in a clean desert area;

25 to 30% in outlying city areas;

40 to 45% in beach, downtown and industrial;

50% or more in smoky city districts.

And the concluding moral, as you've guessed, is: "Dirty lamps are costly lighting. Keep yours clean!"

* * *

Another phase of its general program of expansion and modernization has been completed by General Petroleum at two of its key sites—bulk storage and operations plants at Linnton, Oregon, and Islais Creek, San Francisco.

At Linnton, a new dock with piping facilities for receiving tanker shipments and loading barges with maximum speed was finished. Then other equipment, including a new enlarged truck loading rack with separate piping and pumping equipment and expanded lubrication and garage facilities, was added. The warehouse has been doubled in size, and eight new storage tanks for lube oil blending and storage have been built. Twelve other such tanks have been relocated for better functional service. Five more acres of property have been acquired.

At Islais Creek, facilities have also been completely modernized and enlarged. Because of ground settlement, a number of measures were taken to protect against this difficulty. The plant yard was regraded and raised about three feet. The filled land which formerly extended just beyond the plant fence was filled to a point nearly a quarter of a mile beyond the former fill. New concrete floors were added in the garages; gates and walks were raised; and warehouse foundations were re-supported.

Ten new storage tanks equipped with concrete firewalls, were installed. Each tank has swivel joints and special coupling to protect against earthquake or ground settlement.

Industry Faces Shortage of Equipment Unless Manufacturers Get More Steel

NPN News Bureau

WASHINGTON — The materials and equipment problem is rapidly building up to the point of becoming the oil industry's No. 1 headache.

While most branches of the industry apparently are pretty much up to date on their requirements, equipment manufacturers and fabricators are reporting increasing difficulty in obtaining raw steel supplies for items ranging all the way from field and terminal storage tanks to service station pumps.

Unless priorities help or some other form of federal assistance is forthcoming soon, they fear an extremely tight situation in from three to six months.

As yet, however, there has been no formal government consideration or action, except in one minor respect, on the National Petroleum Council report of Sept. 28 on the industry's essential requirements for steel.

That report placed the total requirement at 9,923,000 tons in 1950 and at 11,650,000 tons in 1951, with marketing's share in each year estimated at 2,010,000 and 2,257,000 tons, respectively.

PAD Undermanned—While NPC's estimates have been submitted informally to some officials of the National Production Authority (NPA) by the new Petroleum Administration for Defense, the latter has been so undermanned that it has been unable to complete its own survey of the oil materials situation as a preliminary to formally requesting NPA help for the industry.

However, it is moving more aggressively on the problem, now that George Gibson (Bechtel Corp., San Francisco) has been added to the staff to work both on current materials difficulties and to organize a materials division. Also, PAD was able, during the past week, to assure inclusion in a freight car construction program approved by NPA of enough steel to complete by next March most of the 1,500 general purpose and 1,000 pressure-type tank cars the industry has on firm order.

First Construction Ban—How tight the materials situation is becoming generally was pointed up, meanwhile, by an NPA crackdown on nonessential construction—the first of the current emergency.

In an order issued Oct. 26, effective Oct. 27, NPA banned the construction of all types of new buildings for amusement, recreational or entertainment purposes. And, in the same order, it hinted of possibly tougher restriction to come by declaring:

"It will be the policy of NPA to further limit or prohibit construction of additional types of projects which do not further the defense effort or increase the nation's productive capacity, when such action is deemed necessary in the interest of national defense to minimize material shortages. If such action becomes necessary, any such construction commenced after the effective date of this order (Oct. 27) may be halted, even though its commencement at the present time is not forbidden by this order."

NPA also moved last week on another phase of the materials problem, issuing a regulation designed to prevent defense orders for aluminum from disrupting the flow of that metal, in so far as possible, to oil and other essential industries.

Avgas Shortage Cut—Elsewhere on the oil front here, the industry:

1. Learned that it had reduced the shortage of the two highest grades of avgas to meet military requirements for the current half-year to only a little more than a million bbls., or by over 50%.

2. Was informed by PAD that it will have to furnish between 4,000 and 5,000 b/d more butylenes to the synthetic rubber program in the next two to four months, in addition to a present demand for up to 10,000 b/d. The added requirement will necessitate rounding up codimer from refiners throughout the country for use by alkylation plants in the Gulf Coast area as a substitute for butylenes that will be diverted to the rubber program.

3. Read with some concern the warning of rubber manufacturers to the NPA that the government's rate of rubber stockpiling threatens a breakdown in the rubber-borne transport system. Issuance of the warning followed NPA's order of a 15% cut in new rubber consumption. Expressing fear of a sharp break in the rubber price when the government hits its stockpile goal of 1.5 million tons in 1951 and withdraws its buying support from the market, the tire manufacturers predicted that among the consequences could be a big decline in consumer buying and heavy inventory losses to both manufacturers and thousands of small businessmen.

Reclaimed Oil Must Be So Labeled, FTC Holds in Provisional Order

NPN News Bureau

WASHINGTON—A provisional order of the Federal Trade Commission, issued Oct. 31, holds for the first time that a manufacturer and marketer of reclaimed and reprocessed oil must advertise and label his product as such.

The ruling is in the case of Debrol Products Corp. and its sales subsidiary, Tri-O-Lene Oil Co., both of Chicago, and would prohibit the two from advertising or selling any oil, previously used for lubricating purposes, "without disclosing such prior use either directly or by appropriate statement on the container."

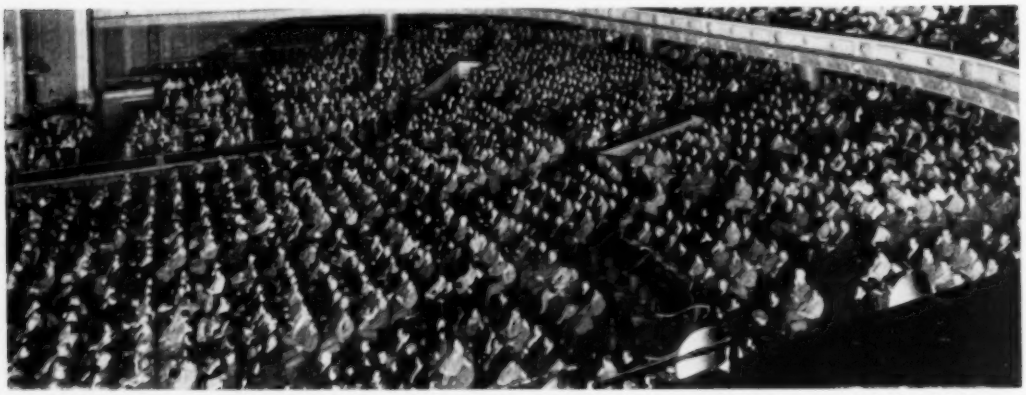
The order becomes final 30 days after service, unless appeal is taken to the commission from the initial decision of Trial Examiner Frank Hier, or the commission itself decides to review the case.

'Misrepresentation' Cited—In his ruling, Mr. Hier found that Debrol, as a re-refiner, and Tri-O-Lene, as the marketing subsidiary, "falsely represented" their products to be 100% Pennsylvania motor oil through use of brand names "Cert-O-Penn" and "Pennolene" and that they failed to disclose that certain of the "Pennsylvania oil" was actual oil reclaimed from crankcase drainings and such.

Specifically, in addition to the advertising and labeling requirement, his order would compel both companies to discontinue following practices as being "unfair and deceptive":

1. "Representing by implication, abbreviation or derivation that any lubricating oil is 100% Pennsylvania oil, or Pennsylvania oil, when any part of it is not derived from crude oil extracted from the Pennsylvania oil field.

2. "Using the brand names 'Cert-O-Penn' and 'Pennolene' or any abbreviation or simulation of the word 'Pennsylvania' to describe or designate lubricating oil, any part of which does not come from crude oil originating in the Pennsylvania oil field.



MORE THAN 4,100 oil distributors, transporters, major company employes, dealers and their wives attended this Oil Progress Week kickoff meeting in Detroit Oct. 10. Believed to be one of the largest turnouts at an oil rally on record, the meeting was held at the Masonic Temple. Audience heard Indiana Standard Board Chairman Dr. Robert E. Wilson defend oil industry profits as a necessary foundation for service to both the military and the public

ON-THE-ROAD DEMONSTRATION staged by Ethyl Corp. in Washington, D. C., Oct. 17, to show comparative qualities of motor fuels of today and 25 years ago is watched by (left to right): S. J. Veenstra, Asiatic Petroleum; F. E. Headen, Asiatic Petroleum; Angus Beckett, newly arrived British petroleum attache; Jack Evans, Asiatic Petroleum; C. Meade Stull, chief of Fuels and Lubricants Unit, Materials Control (exports) Section, Commerce Department; and J. H. Mays, Gulf South American representative

Oil Progress Week Is Called Rousing Success

"Oil Progress Week this year was a rousing success from every standpoint," Adm. H. B. Miller, OIIC executive director, told NATIONAL PETROLEUM NEWS this week. "Detailed reports are not available yet," he stated, "but reaction from the field and preliminary word indicate that it exceeded last year's Oil Progress Week (biggest oil progress promotion) by a healthy margin."

His report accompanies indications from the grass roots level that the industry this year reached new thousands of the public with the story of how a competitive and privately managed oil industry has led to advances in science and living standards.

Admiral Miller noted that "tie-in advertising, for example, ran way ahead of the 1949 participation. Since more oil men and oil women took part in the 1950 observance of Oil Progress Week," he continued "there is no doubt in my mind that there were more speeches, more community luncheons and dinners, more radio commercials and programs—more of everything than ever before. The story of oil was really carried home in countless ways."

He added that "a complete report will be available in about two weeks."

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(LEFT)—OIL PROGRESS DISPLAY at the Hospital Trust Bank in Providence, R. I., is example of thousands of exhibits across nation which put evidence of the industry's growth and service out where public could see it

Reservist Recall Pressure Slackens

WASHINGTON—Contrary to increasing activity on the business and consumer control front, the nation's military manpower program definitely has begun to slacken its pace.

Early last week Defense Secretary Marshall ordered the armed forces to release all reservists and national guardsmen who are on involuntary active duty as soon as they could be replaced by draftees or volunteers. The respective branches of the service immediately moved to put that order into effect, and here's how the reservist program in each of the services stood at NPN press time:

Army—Announced that it planned to begin releasing reservists and national guard members by next summer and also: (1) suspended the involuntary recall of most enlisted reservists, (2) broadened its discharge policy for reservists with four or more dependents, and (3) established "service credit" criteria for determining the priority of recall on any future call-ups and for making overseas assignments.

Army also declared that no field grade reserve officers will be recalled involuntary after Jan. 1, unless they are in organized units which are called up or have critical specialties. Otherwise the ban on involuntary recalls does not apply to reserve officers, nor to a limited number of medical and counter - intelligence specialists.

Dependency discharges now will be given to all enlisted reservists whether on active duty here or overseas or to be called to active duty as individuals or members of units. As for the new "service credit" rule, credits will be assigned for each of the following criteria: each year of age over 20, each combat award, each year of active federal service, each year of overseas service and each dependent. Lowest scores will draw earliest assignment overseas or recalls to duty.

Air Force—Has stopped calling up enlisted reservists on a compulsory basis, but will still recall officers in "critical specialties" when requirements cannot be met by volunteers.

Navy—Has halted involuntary recall of reserve aviators and aviation ground officers.

Marine Corps—Reserve officers and enlisted reservists scheduled for recall by next June 30 will be notified individually by the end of December. Thereafter, those recalled will get four months notice as directed by General Marshall.

SAE to Give Award to Barnard

Dr. Daniel P. Barnard, research coordinator for Standard Oil Co. (Indiana), will receive the 1949 Horning Memorial Award at the 1951 annual meeting of Society of Automotive Engineers in Detroit. His lecture will be entitled, "The Role of Fuel in Engine Development."

Michigan Refinery Strike Ends

DETROIT—Strike of Oil Workers International Union (CIO) Local 456 at Trenton, Mich., refinery of Socony-Vacuum Oil Co. was terminated Oct. 27.

Car's Role in War Study Urged

NEW YORK—President Lou E. Holland of American Automobile Assn. Oct. 24 called on government, in co-operation with automobile industry and road user organizations, to undertake "a realistic, all-out study and appraisal of the role of the passenger car in the mobilization pattern."

Mr. Holland urged a program that would assure motor fuel, TBA and other necessities.

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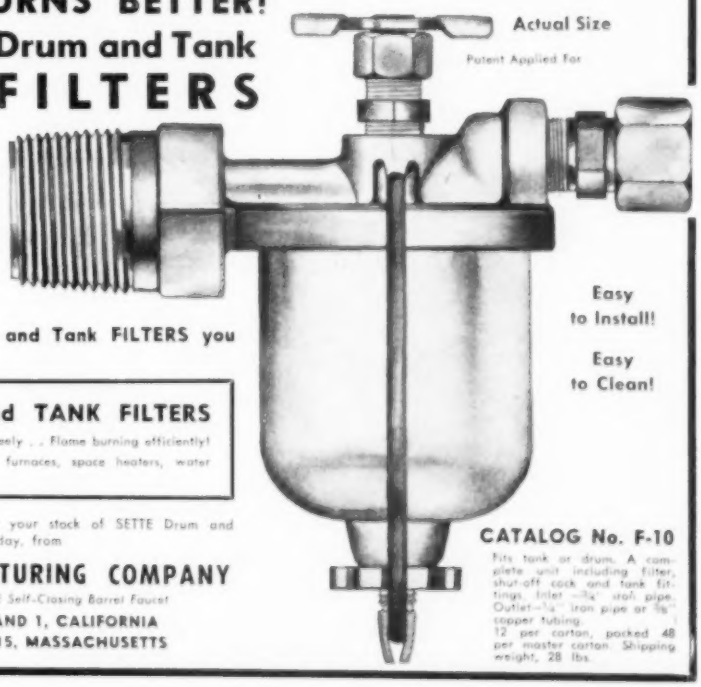

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Fits tank or drum. A complete unit including filter, shut-off cock and tank fittings. Inlet—¾" iron pipe. Outlet—¼" iron pipe or ⅜" copper tubing.
12 per carton, packed 48 per master carton. Shipping weight, 28 lbs.

Bulletin Tells How Wage-Hour Changes Affect Stations

WASHINGTON — Labor Department's Wage-Hour Division has issued a 45-page interpretive bulletin which is designed to clarify for employers how recent amendments to the Federal Wage-Hour Law may have affected coverage of employes of retail or service establishments.

One section in the bulletin is of particular interest to jobbers who operate retail stations in conjunction with their bulk plants.

"In such a situation," bulletin points out, "the exemption (of employes from 75c per hour minimum wage and 40-hour week) may apply to the retail portion of the business if such portion is segregated from the remainder in such a way that the retail portion . . . would, to all intents and purposes, constitute a separate establishment."

Physical separation of facilities, it is warned, is not enough. Retail portion must also be functionally operated as a separate unit having separate records, bookkeeping and employes, and there must be no "indiscriminate" interchanging of employes between the retail and wholesale units.

Another rule—which is especially important to operators of stations near state lines—requires that in order to exempt employes from Wage-Hour Law coverage, "more than 85% of the total sales of goods of the establishment, measured by annual dollar volume, must be made within the state in which the establishment is located."

Bulletin, "Retail and Service Establishment and Related Exemptions," can be obtained free of charge at any of Labor Department's regional or field offices or from Wage and Hour and Public Contracts Divisions, Labor Department, Washington 25, D. C.

Pipe Line Protest—In proceedings involving another government agency, Shell Oil Co. has protested a tentative valuation by Interstate Commerce Commission of its products pipe line, objecting particularly to references that Shell owns and uses property for "common carrier purposes."

And in the pipe line controversy involving Champlin Refining Co., ICC has refused to accept the ruling of a District Court and is appealing that decision to the U. S. Supreme Court. District Court of Western Oklahoma over-turned an ICC order that Champlin operated its 516-mile pipe line as a common carrier.

ICC also has found certain railroad rates on petroleum asphalt from Baltimore and Catlettsburg, Ky., to Southern Virginia points unreasonable and unduly prejudicial and has prescribed lawful rate bases. Action resulted from complaints of Esso Standard Oil Co., Ashland Oil & Refining Co. and American Bitumuls Co. against Atlantic Coast Line and other railroads.

Death

Dillon Alva Little, 63, who retired as president of Magnolia Petroleum Co. in 1936, died Oct. 26 at Dallas.

Born in Corsicana, Texas, Mr. Little joined Magnolia in 1914 at Corsicana, which was then headquarters of the company. He was made assistant treasurer in 1923, director and assistant general manager in 1929, vice president in 1930, and in 1933, he became president of Magnolia.

He was a director of the Dallas Chamber of Commerce and trustee of the Southwest Medical Foundation of Dallas.

Packaging Committee Makes Progress Toward Oil Drum, Pail, Can Standards

By MERRILL O'BRIEN
NPN Staff Writer

NEW YORK—Petroleum Committee of the Packaging Institute was urged to "put pressure on the Munitions Board" to standardize the 55-gal. steel drum and to adopt the 35-lb. grease bucket which many oil companies are using instead of the 25-lb. grease pail. Speaker was Clinton K. Royce, head of the packaging division of the Office of Naval Material, who addressed the committee's first meeting held in conjunction with the Packaging Institute's Annual Forum since organization of the committee last spring.

At the same time Mr. Royce asked why the oil industry does not adopt and standardize the 40-48 inch pallet which the military has used successfully with products of all companies and made great savings in man-hours. He also suggested that oil packaging men explore the possibility of using corrosion inhibitors in packaging to better preserve exported material. The Germans were 10 years ahead of us in the last war in this respect, he asserted.

In order to reduce damage and loss he urged the industry to comply with specifications the government is asking for, and to "get the word down from top executives to the man who is doing the job." Management, he said, knows the answers to packaging problems and they should see to it that all the men down the line know them, too.

Marking of packages for shipment to the military has become confused, but there is in preparation now in Washington a standardization of marking requirements for military shipment and storage, Mr. Royce said.

New types of packaging materials should be developed to supplement wood in event of all out war, he said, adding that wood supplies are no greater than they were in 1945, while requirements are 25 to 35% higher.

Work Toward Oil Can Standardization—At its business session committee approved a suggestion that Chairman R. Chester Reed of The Texas Co., work with the Can Manufacturers Institute on a program to standardize dimensions for 1-qt. and 5-qt. motor oil cans.

F. N. Landon, Sun Oil Co., chairman of the subcommittee on cans, reported that his group believed that the can with the smallest volume is satisfactory for high speed filling, and therefore recommended that 110% of 1-qt. (or 63.525 cu. in.), and 107.5% of 5-qts. (or 310.406 cu. in.) be considered the gross volume of these two cans, respectively. Overall outside diameter of 4 in. ±0.015 in. for 1-qt. cans, and 6.625 in. ±0.015 in. for 5-qt. cans was recommended.

"Insofar as the oil companies are concerned, it would be advisable to have round can dimensions standardized so that their filling machinery can be used with cans from any manufacturer. Such standardization would permit also the use of a carton of standard size which, if the smaller dimensions were selected, would result in the lowest possible carton cost," subcommittee reported.

Regarding 5-qt. motor oil cartons, subcommittee found that the 6 x 5 qt. carton gives a more satisfactory pallet pattern as compared with the 4 x 5 qt. carton. From the cost standpoint the 6 x 5 qt. end-opening carton also was preferred.

Drum, Pail Specifications—A. D. Murphy, Esso Standard Oil Co., chairman of the subcommittee on metal drums and pails and reconditioned drums, reported his group has practically completed specifications for reconditioned drums and is working on specifications for new 55-gal. drum and 100-lb. grease drum.

A subcommittee will be appointed shortly to work out standards for export shipping cases.

Export Packing Standards Urged—Paul H. Paulsen, senior engineer with Wm. H. McGee & Co., Inc., ocean and inland marine underwriters, urged the committee to "standardize the export packing for the entire industry, and adopt certain standard methods of packing as was done by the steel industry through the American Iron and Steel Institute. It is far better for industry to adopt its own standards than to have those standards set up by a government agency, or any other organization, he said.

"In other words, eliminate cost competition in your packing. Leave it to production where it belongs," Mr. Paulsen said.

Other speakers at the meeting included C. L. Lockhart, Shell Oil Co. who spoke on palletizing, and G. E. Steever, Atlantic Refining Co., R. B. Morse, Morse Decals, Inc., Edward Thomas, Shell Chemical Corp., and Frank G. Marshall, The Texas Co., who participated in a roundtable on the economics of stenciling, labeling and marking.

East Coast Heating Season Still Colder Than in 1949

CLEVELAND — Weather in East Coast cities during the heating season Sept. 1 through Oct. 28, 1950, was colder (more degree days*) than in the corresponding 1949 season, according to NPN's regular degree day check of 14 cities. However, the 1950 season was generally warmer (fewer degree days) than last year in the Midwest and Southeast. All three areas were warmer than normal** for the season.

Degree Day Summary
Sept. 1-Oct. 28

East Coast	1950	1949	Normal
Boston	426	322	368
New York	261	180	276
Philadelphia	253	150	232
Washington	199	137	253
Average	285	197	288
Midwest			
Chicago	291	193	416
Cleveland	211	295	426
Detroit	302	400	442
Minneapolis	456	312	582
Omaha	276	208	519
St. Louis	125	106	362
Average	366	257	462
Southeast			
Birmingham, Ala.	93	47	72
Charleston, S. C.	5	0	46
Nashville, Tenn.	96	193	161
Raleigh, N. C.	108	73	145
Average	60	62	102

* Degree days are the number of degrees F. by which the mean temperature for any 24-hour period falls below 65 degrees. Thus a mean temperature of 50 degrees F. for a 24-hour period would equal 15 degree days. It is estimated that the average home oil burner will burn about a gallon of fuel oil for each three degree days.

** Normal degree day figures are based on average temperatures from individual weather station files dating back to year records were first kept.

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Warm Weather Eases Prices at Refineries

Product prices in late October showed the first general signs of easiness in many months. Warm weather over the nation and high costs of transportation contributed to easier prices at refineries and a greater show of offerings than for some time. In addition, sales at refineries and terminals tended to slow up because resellers and distributors in most districts were well stocked with fuel oils for the time being. Even solvent lube oils were easier to find in the open market.

The 15c per bbl. advance in heavy fuel prices on Oct. 7 by several suppliers at points along the East Coast failed to become general, and No. 6 prices settled back to $2.15 barges at most middle Atlantic points.

Marketers in the Midwest and the Mid-Continent said that all grades of burning oils were "a little easy." They had "no difficulty" obtaining No. 1 fuel "0.125c off low published prices," for resale, and "0.25 off" for No. 2, whereas earlier they had bought at "low published flat."

At the Gulf, offerings were said to be "opening up" considerably. Heating oils resisted the trend to greater supply more than other products, but late reports pointed to cargo lots of No. 2 available at 8c with little interest in that price shown by buyers.

Reductions ranging from 10 to 15c per bbl. in its prices for residual fuel oils at terminal points from Maine to Florida were announced by Gulf Oil Corp., on Oct. 26, "retroactive." These reductions canceled out the advance posted by the company on Oct. 7.

Gulf was "adjusting No. 6 prices to meet competition," a company spokesman said, adding that instructions were sent to division offices to "meet the competitive level" on all other grades of residual.

Gulf's terminal prices for No. 6 fuel, FOB barges, were: Boston, $2.20; Providence, $2.175; New York, Philadelphia, Baltimore and Norfolk, $2.15; Charleston and Savannah, $2.10; Jacksonville, $2.09; and Port Tampa, $1.99.

At Philadelphia, a reduction of 15c per bbl. in its prices for high sulfur No. 6 fuel was made by Atlantic Refining Co., effective Oct. 28. No change was made in the company's $2.33 per bbl. tank car price for low sulphur (less than 1%) heavy fuel.

Atlantic's new prices for ordinary No. 6 oil at Philadelphia are $2.18 per bbl. tank car and $2.15 for barge lots and ships', bunkers. A considerable portion of the No. 6 fuel sold in the Philadelphia district is affected by "top price clauses" which run to the middle of 1951.

Trading in heating oils was unusually quiet for the season. Refiners in Oklahoma, Texas and other districts of the Mid-Continent reported that shipping instructions on material sold earlier continued slow in arriving.

At the Gulf, refiners reportedly already had sold almost as much heating oils as up-river buyers could take on before cold weather demand sets in, and as a result were looking more to East Coast cargo buyers for new outlets. However, supplies of No. 2 were fairly plentiful at New York Harbor and other points along the seaboard. New York Harbor traders said that kerosine could be "shaded" 0.2c on a prompt barge purchase, and No. 2 fuel by 0.1c. Harbor suppliers quoted 9c for No. 2 in barges and 10c for kerosine.

The only advance in heating oil prices the past week was made by an Independent in Michigan, Leonard Refineries. Leonard upped its prices to jobbers and distributors in amounts ranging from 0.65 to 0.7c per gal. The company's new prices were 12.25c for kerosine and range oil, 12c for No. 1 p.w., and 11c for No. 2, all FOB tank cars, refinery.

Gasoline prices eased seasonally in most areas. Offerings of cycled and refined regular-grade were freely available in most refining districts in the Mid-Continent—some at sharp "discounts"—but sales outside of normal contractual movements were negligible.

A "market adjustment" representing a reduction in tank wagon prices for White Flash (regular-grade gasoline throughout four counties surrounding Philadelphia—Bucks, Montgomery, Chester and Delaware in Penna.)—was made by Atlantic Refining Co., effective Oct. 26. The reductions varied from 0.2 to 0.5c per gal., and the new Atlantic tank wagon price for White Flash was 14.5c, ex taxes, in all four counties.

In the Gulf cargo market, both low octane and regular-grade gasolines were in "good supply" for prompt lifting, and buyers said they had a "greater choice" of offerings than previously.

In the Midwest, gasoline was obtainable "off published prices" by as much as 0.625c, according to consensus of Chicago tank car marketers.

At New York Harbor, barge lot offerings ranging in quantity up to 80,000 bbls. were said to be available at 11.75c (1c off), but even this price failed to attract much interest among harbor marketers, many of whom were having trouble with a prolonged price war at retail in nearby New Jersey.

In fact, the price war in New Jersey has carried the contractual netback to refiners so low that some suppliers said they were selling regular grade delivered to service stations in transports at lower prices than the product brings at the Gulf in cargo quantities, FOB ship.

Low quoted price for 86 oct. Research regular gasoline at the Gulf is 11c. In New Jersey, some refiners reportedly are selling regular gasoline of that quality delivered to dealers as low as 10.4c per gal.

Netbacks of wholesalers in New Jersey are being sharply depressed by margin guarantees running as high as 4c to dealers in direct operations.

The prevailing retail "war" price in New Jersey is 18.9c per gal., including taxes. After deduction for taxes (4.5c), some refiners are supplying station with regular grade at 10.4c, delivered, if margin guarantee is 4c, other refiners are supplying at 10.9c, if guarantee is 3.5c.

Summary of Daily Gasoline Prices (Oct. 24 through Oct. 30)

	Monday Oct. 30	Friday Oct. 27	Thursday Oct. 26	Wednesday Oct. 25	Tuesday Oct. 24
Motor Gasoline 93 Oct. R (Premium):					
Oklahoma (Group 3)	11.375	11.375	11.375	11.375	11.375
Midwestern (Group 3 basis)	11.375	11.375	11.375	11.375	11.375
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	12.75-13.25	12.75-13.25	12.75-13.25	12.75-13.25	12.75-13.25
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	12.5	12.5	12.5	12.5	12.5
E. Tex. (For shpt. to Tex. & N. M. dest'ns)	12	12	12	12	12
Cent. W. Tex. (Truck Tnsp.)	12	12	12	12	12
Motor Gasoline 90 Oct. R (Premium):					
Oklahoma (Group 3)	(3)11.375-11.75	(3)11.375-11.75	(3)11.375-11.75	(3)11.375-11.75	(3)11.375-11.75
Midwestern (Group 3 basis)	(2)11.375-11.875	(2)11.375-11.875	(2)11.375-11.875	(2)11.375-11.875	(2)11.375-11.875
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	-	-	-	-	-
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	12	12	12	12	12
E. Tex. (For shpt. to Tex. & N. M. dest'ns)	11.75-12	11.75-12	11.75-12	11.75-12	11.75-12
Motor Gasoline 88 Oct. R (Premium):					
Oklahoma (Group 3)	(2)11.375-11.75	(2)11.375-11.75	(2)11.375-11.75	(2)11.375-11.75	(2)11.375-11.75
Midwestern (Group 3 basis)	(2)11.375-11.75	(2)11.375-11.75	(2)11.375-11.75	(2)11.375-11.75	(2)11.375-11.75
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	(3)12-12.75	(3)12-12.75	(3)12-12.75	(3)12-12.75	(3)12-12.75
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	12(3)	12(3)	12(3)	12(3)	12(3)
E. Tex. (Truck Tnsp.)	11.75-12.5	11.75-12.5	11.75-12.5	11.75-12.5	11.75-12.5
Cent. W. Tex. (Truck Tnsp.)	12	12	12	12	12
Motor Gasoline 86 Oct. R (Premium):					
Oklahoma (Group 3)	11.375-11.5	11.375-11.5	11.375-11.5	11.375-11.5	11.375-11.5
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	12(3)	12(3)	12(3)	12(3)	12(3)
E. Tex. (Truck Tnsp.)	11.5-12.5	11.5-12.5	11.5-12.5	11.5-12.5	11.5-12.5
Motor Gasoline 84 Oct. R (Regular):					
Oklahoma (Group 3)	10.375	10.375	10.375	10.375	10.375
Midwestern (Group 3 basis)	10.375(2)	10.375(2)	10.375(2)	10.375(2)	10.375(2)
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	11.25-11.5	11.25-11.5	11.25-11.5	11.25-11.5	11.25-11.5
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	11.25	11.25	11.25	11.25	11.25
E. Tex. (Truck Tnsp.)	10.75	10.75	10.75	10.75	10.75
Cent. W. Tex. (Truck Tnsp.)	11.25	11.25	11.25	11.25	11.25
Motor Gasoline 82 Oct. R (Regular):					
Oklahoma (Group 3)	(3)10.375-10.75	(3)10.375-10.75	(3)10.375-10.75	(3)10.375-10.75	(3)10.375-10.75
Midwestern (Group 3 basis)	(2)10.375-10.875	(2)10.375-10.875	(2)10.375-10.875	(2)10.375-10.875	(2)10.375-10.875
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	(2)10.75-11.7	(2)10.75-11.7	(2)10.75-11.7	(2)10.75-11.7	(2)10.75-11.7
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	11(2)	11(2)	11(2)	11(2)	11(2)
E. Tex. (Truck Tnsp.)	10.5-11(3)	10.5-11(3)	10.5-11(3)	(1)10.5-11(3)	10.5-11(3)
Cent. W. Tex. (Truck Tnsp.)	10.75	10.75	10.75	10.75	10.75
Motor Gasoline 80 Oct. R (Regular):					
Oklahoma (Group 3)	10.375-10.5	10.375-10.5	10.375-10.5	10.375-10.5	10.375-10.5
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	10.75	10.75	10.75	10.75	10.75
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	11(2)	11(2)	11(2)	11(2)	11(2)
E. Tex. (Truck Tnsp.)	-	-	-	-	-
Cent. W. Tex. (Truck Tnsp.)	-	-	-	-	-
Motor Gasoline 60 Oct. M. & below:					
Oklahoma (Group 3)	9.625-10	9.625-10	9.625-10	9.625-10	9.625-10
Midwestern (Group 3 basis)	(2)9.75-9.875	(2)9.75-9.875	(2)9.75-9.875	(2)9.75-9.875	(2)9.75-9.875
N. Tex. (For shpt. to Tex. & N. M. dest'ns)	(2)9.75-10.8	(2)9.75-10.8	(2)9.75-10.8	(2)9.75-10.8	(2)9.75-10.8
W. Tex. (For shpt. to Tex. & N. M. dest'ns)	10.375-10.5(3)	10.375-10.5(3)	10.375-10.5(3)	10.375-10.5(3)	10.375-10.5(3)
E. Tex. (Truck Tnsp.)	9.875-10.5	9.875-10.5	9.875-10.5	9.875-10.5	9.875-10.5
Cent. W. Tex. (Truck Tnsp.)	9.5-10.5	9.5-10.5	9.5-10.5	9.5-10.5	9.5-10.5
Motor Gasoline 93 Oct. R (Premium):					
New York harbor	14.75-15	14.75-15	14.75-15	14.75-15	14.75-15
New York harbor, barges	14.65-14.9	14.65-14.9	14.65-14.9	14.65-14.9	14.65-14.9
Philadelphia	15.15-15.2	15.15-15.2	15.15-15.2	15.15-15.2	15.15-15.2
Philadelphia, barges	15.05	15.05	15.05	15.05	15.05
Baltimore	12.9-15(2)	12.9-15(2)	12.9-15(2)	12.9-15(2)	12.9-15(2)
Baltimore, barges	12.8-14.55	12.8-14.55	12.8-14.55	12.8-14.55	12.8-14.55
Motor Gasoline 90 Oct. R (Premium):					
New York harbor	(2)13.85-14.35	(2)13.85-14.35	(2)13.85-14.35	(2)13.85-14.35	(2)13.85-14.35
New York harbor, barges	(2)13.75-14.25	(2)13.75-14.25	(2)13.75-14.25	(2)13.75-14.25	(2)13.75-14.25
Philadelphia	15.15	15.15	15.15	15.15	15.15
Philadelphia, barges	15.05	15.05	15.05	15.05	15.05
Baltimore	12.9-14.05	12.9-14.05	12.9-14.05	12.9-14.05	12.9-14.05
Baltimore, barges	12.8	12.8	12.8	12.8	12.8
Motor Gasoline 86 Oct. R (Regular):					
New York harbor	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6
New York harbor, barges	(3)12.75-13.4	(3)12.75-13.4	(3)12.75-13.4	(3)12.75-13.4	(3)12.75-13.4
Philadelphia	(2)13.7-13.9	(2)13.7-13.9	(2)13.7-13.9	(2)13.7-13.9	(2)13.7-13.9
Philadelphia, barges	13.6-13.8	13.6-13.8	13.6-13.8	13.6-13.8	13.6-13.8
Baltimore	(3)11.9-13.3(2)	(3)11.9-13.3(2)	(3)11.9-13.3(2)	(3)11.9-13.3(2)	(3)11.9-13.3(2)
Baltimore, barges	11.8-13.3	11.8-13.3	11.8-13.3	11.8-13.3	11.8-13.3
Motor Gasoline:					
Western Penna., Bradford Warren:					
96 Oct. R (Prem)	13.75-14(2)	13.75-14(2)	13.75-14(2)	13.75-14(2)	13.75-14(2)
83 Oct. R (Regular)	(2)12.75-13	(2)12.75-13	(2)12.75-13	(2)12.75-13	(2)12.75-13
Western Penna., Oil City:					
96 Oct. R (Prem)	13.4-13.9	13.4-13.9	13.4-13.9	13.4-13.9	13.4-13.9
83 Oct. R (Regular)	12.4-12.9	12.4-12.9	12.4-12.9	12.4-12.9	12.4-12.9
Western Penna., Pittsburgh:					
96 Oct. R (Prem)	13.9(2)	13.9(2)	13.9(2)	13.9(2)	13.9(2)
83 Oct. R (Regular)	12.9(2)	12.9(2)	12.9(2)	12.9(2)	12.9(2)

Note: Research octane ratings, indicated by the letter "R", are minimum ratings. Motor method octane ratings, where used, are indicated by the letter "M".

GULF COAST

Supply of Most Products Increases

Trend toward easier supply of most products was noticeable at the Gulf during the last week in October. Trade sources said offerings were "opening up somewhat," although this development still was least apparent in distillates. There continued large heating oil buying power both from majors and Independent marketers, but some of this was restrained by a further rise in rates for tanker transportation.

Buyers said they had "more to choose from" than at any time in the recent past. Most grades of gasoline were offered in the open market by a number of suppliers. Supply of 70-72 oct. leaded material was reported increasingly available at the low quoted price of 10c per gal. Heavy fuel was "backing up," but not to the extent of bringing out "distress" quantities merely to clear storage tanks of suppliers.

Two cargo lots of distillates, one of kerosine and one of No. 2 fuel, were sold at "premium" prices by a major oil company. Consensus in the trade was that No. 2 fuel still was the most closely held product, and one large buyer reportedly was short about 3,000,000 bbls. on his winter marketing requirements.

Except for the two sales, trading was quiet, and few changes in prices were reported. Quotations of sup-

Explanations of Price Tables

The reader's attention is directed to the following explanations which apply to the Summary of Daily Gasoline Prices appearing on page 38 and the price tables appearing on pages 41-46 of this issue:

The letter "X" indicates a change in price; if the change is on the low of the price range, the "X" is adjacent to the low; if the change is on the high of the price change, the "X" is adjacent to the high; a change from one flat price to a higher or lower flat price, or elimination of the low of a price range, is indicated with an "X" to the left of the new price; elimination of the high of a price range is indicated with an "X" to the right of the new price.

Parenthetical figures indicate number of companies quoting when two or more companies quoted the price shown. In the Gulf Coast Cargo table on p. 44, all prices reported are shown. In all other tables, only the lows and highs of the ranges of prices are shown; no attempt is made to show prices within the lows and the highs, and therefore no attempt is made to indicate the number of companies contacted for prices for each product. Nearly 200 primary suppliers (refiners and tanker terminal operators), plus an even larger number of other sources (jobbers, compounders, consumers, distributors, brokers, tank car marketers, etc.) are contacted for prices at regular intervals.

pliers ranged upward from 7.5c for No. 2 fuel and 8.5c for kerosine. "Premiums" asked for kerosine and No. 2 fuel to other than regular-customer buyers generally ranged from 0.25 to 0.5c per gal. Most other products were obtainable generally at the lows of suppliers' quotations.

The slow-down in trading was accounted for by several reasons. The trade said that up-river shipments had tapered off because of full inventories of heating oils in the Midwest. The result was that suppliers were looking more to cargo buyers. However, buyers of spot cargo quantities showed less interest in making firm bids as long as rates for tankship transportation continued to rise. Refiners, on the other hand, were extremely reluctant to "shade" their asking prices, for operating costs were rising.

An Independent refiner reported quoting the following prices: 86 oct. Research regular grade gasoline 11c, down 0.25c; 70-72 oct. leaded gasoline, 10.5c, a new quotation; kerosine, 9c, unchanged; No. 2 fuel 8c, off 0.25c; and bunker "C" $1.85, down 5c per bbl.

ATLANTIC COAST

Heavy Fuel Prices Level Off

The early October bulge in heavy fuel prices levelled off at most points along the eastern seaboard last week following reductions ranging from 10 to 15c per bbl. made by Gulf, Atlantic and several other suppliers. There were no other developments in prices of general nature, but many sources said terminal quotations for most products showed an "easiness" not noticeable previously.

Sales of heating oils and heavy fuel were held back by mild weather, according to most reports.

The principal change in trading status was the increased willingness of suppliers to "let go" of small quantities of heating oils and heavy fuel.

At New York Harbor, kerosine was said to be available in occasional barge lots at 9.8c per gal., and No. 2 at 8.9c. Generally posted price at New York for kerosine in barge lots was 10c. Harbor suppliers' barge price for No. 2 was 9c.

Barge quantities of heavy fuel reportedly were available at New York and Philadelphia at $2.15 per bbl., but these were in little demand from local spot buyers.

Following reductions by Gulf and Atlantic, generally posted prices for barge lots of heavy fuel were $2.15 per bbl. at New York, Philadelphia, Baltimore and Norfolk; $2.20 at Boston; and $2.175 at Providence. Prices for other products were unchanged. Trade sources said gasoline prices increasingly were subject to "shading" on large quantities.

CENTRAL MICHIGAN

Light Fuel Prices Rise 0.1 to 0.5c

Prices for light fuels ranged 0.1 to 0.5c higher in Central Michigan in the week ended Oct. 28 when one refiner advanced his prices. Other refiners indicated they were reviewing their light fuel schedules and "considering" upward revisions.

Mild daytime weather supported a good demand for gasoline, while cool nights brought a "moderate" demand for light fuels.

Heavy fuels were in strong demand in open market.

Products affected by the price advance were: No. 2 fuel up 0.1c on the low to range from 10.4 to 11.2c; range oil up 0.45c on the high, 11.05 to 12.25c; kerosine up 0.25c on the high, 11.05 to 12.25c; and prime white distillate, 10.8 to 12c, up 0.5c on the high.

MIDWESTERN (Chicago-E. St. Louis Area)

Light Fuels Ease in Mild Weather

High stock position of light fuel and mild weather brought No. 2 fuel into open market in larger quantities in the Midwest than at any time previously this year, according to reports the past week.

Early in the week, cycled gasoline also was being offered for 0.125c per gal. less, but prices bounced back to previous quotations of 9.375c, Group 3 basis, to resellers.

Refined gasoline was in strong demand in upper Central States region because of a late harvest season. At some points along Kansas City-Grand Forks branch of the Great Lakes pipe line, refiners said product was in actual tight supply because shippers needed more product than the line could handle.

Tank car marketers, in some instances, said No. 2 fuel, offered for immediate shipment only, had dipped 0.125c per gal. to 7.875c, Group 3 basis. Despite the drop in prices, product still was difficult to move because consumption has been relatively light so far this season.

A shortage of dirty cars continued to disrupt trading in heavy fuels. Heavy fuel prices were "very firm" at $1.65 per bbl., Group 3, in sellers' cars. In some instances suppliers indicated "willingness" to discount of up to 5c per bbl. off the refinery price if buyer supplied transportation. One marketer disclosed purchase of 20 cars at $1.625 per bbl. for resale to a Chicago industrial plant. Four Midwest refiners quoted No. 6 at $1.65, Group 3.

Crude Oil Prices

No changes reported in crude oil prices during week ended Oct. 28. For complete crude schedules see p. 50-51 of Oct. 25 NPN.

CHICAGO DISTRICT

No. 5 Fuel Prices Again Edge Higher

Market status of all products was strong in Chicago District in the fourth week of October, and No. 5 fuel prices edged higher for the second time in two weeks.

While light fuels remained closely held at refineries and water terminals, a number of trade sources said continued mild weather would relax this grip because terminals would need to make room for material arriving by barge early in November.

With approach of winter months and general anticipation of larger then usual demand for heavy fuels, terminal operators began to place restrictions on their spot sales of heavy fuel.

Prices for No. 5 high sulfur fuel were up 0.1c on the low and ranged from 7.9 to 8.1c per gal., FOB Chicago District. A tank car marketer offered 10,000 bbls. of No. 5 fuel (low sulfur) at 8c, Chicago District. Material originated outside the Chicago area and was available for tank car shipment only.

WESTERN PENNA.

Lubes and Specialties Remain Tight

Continued tightness in all lubricating oils and further tightening of wax and petrolatum were reported by both refiners and buyers in the Western Penna. market the past week. Buyers of gasoline and fuel oils were less active than in recent past, some refiners said, although no light product was in excess supply. Low quoted prices were unchanged for all products.

No freeing of material or easing in prices for Penna. neutral or bright stock was indicated. The majority of refiners continued to report receiving bids substantially higher than their selling prices to regular customers. Quotations were unchanged, at 27c for 25 pour 200 vis. neutral and 27 to 28c for 25 pour bright stock. In many instances, bids of 30c for both grades were reported, and some sales were disclosed at these prices. Some buyers declared that material for brokering was quoted "as high as 33c."

Cylinder stocks remained "virtually unobtainable" to open market buyers, with inter-refinery transactions limited to "swaps" in nearly all instances, it was said.

Tightness in petrolatum developed to point where most suppliers were unwilling to quote "even for January," according to some sources. Two refiners advanced their prices 0.125 to 0.5c. While prices ranged higher for most grades, low quotations were unchanged except for red, which was up 0.25c. One refiner received bid of 8.5c, FAS New York, for snow white. Refinery prices for this grade in bbls., carload lots, ranged from 6.25 to 8c per lb.

Refiners of scale wax were reluctant to make future commitments, according to most buyers. Two refiners advanced their prices 0.5c. Quotations ranged from 5 to 5.5c per lb., tank cars, the field.

Demand for fuel oil was relatively slow, some refiners said. At the same time they pointed out that they were building "desired inventories," and there were no indications of excess stocks. Purchase of No. 2 at 10.2c, for resale, was disclosed by broker. Quotations to the trade ranged from low of 9.75c in Oil City district to high of 10.5c in Bradford-Warren district.

NPN Gasoline Index

	Cents Per Gal. Dealer T.W.	Tank Car
Oct. 30	15.48	11.63
Month Ago	15.47	11.62
Year Ago	15.14	11.17

Dealer index is an average of dealer tank wagon prices ex tax in 50 cities.

Tank car index is weighted average of following wholesale markets for regular-grade gasoline, FOB refineries or terminals: Okla., Midwestern, W. Penna., Calif., N. Y. Harbor, Philadelphia, Jacksonville, Boston and Gulf Coast.

MID-CONTINENT

Market Quiet with Warm Weather

Refiners in the Mid-Continent reported a quiet market the past week, and most of them felt that nothing short of a good cold spell could jar it out of its present sleepy condition.

The delay in light fuel demand, shortage of dirty tank cars, and good local gasoline consumption all could be tied to mild, summer-like weather.

Meanwhile, farmers were still working their fields in most Mid-Continent areas, and local consumption of gasoline was high. Asphalt also was still moving in fairly large quantities the past week, as road construction continued unhampered. But, with asphalt moving, heavy fuel shippers still were finding it hard to obtain tank cars.

Open market trading was at a virtual standstill, according to most reports. Brokers, by "scouting around," found they could buy Nos. 1 and 2 fuel at "0.125 to 0.25c under published prices," for resale, but only in small quantities and for immediate shipment.

Brokers generally found it hard to buy heavy fuel "below published prices," however. One reported buying 20 cars of No. 6 at $1.63, Group 3, for resale. Majority of refiners said their heavy fuel was moving against contracts only.

Lubricating oils were gradually becoming more freely available than in recent past it was stated. Lube prices were unchanged, and both buyers and sellers described them as "firm."

Kerosine, Distillate Cause Index Rise

NPN News Bureau

WASHINGTON—Kerosine increase of 0.9% and distillate fuels boost of 1.3% were the only products showing changes in price indexes for the week ended Oct. 24. These changes hiked the over-all oil price index 0.2% from a week ago.

Bureau of Labor Statistics' complete index, based on *Platt's Oilgram* quotations, is shown below for weeks ended on comparative dates indicated (1947 equals 100):

	Oct. 24, 1950	Oct. 17, 1950	Oct. 25, 1949	% Change Oct. 17, 1950 to Oct. 24, 1950
Crude & products	122.8	122.6	112.9	+0.2
Crude	132.9	132.9	132.4	.....
Refined products	121.0	120.7	109.1	+0.2
Gasoline	130.4	130.4	123.5	.....
Kerosine	127.0	125.9	111.2	+0.9
Distillate fuels	129.3	127.7	119.0	+1.3
Residual fuels	97.2	97.2	77.5	.....
Lubricating oils	86.0	86.0	57.4	.....
Natural gasoline	107.3	107.3	98.2	.....

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Prices at Refineries and Terminals and by Tank Wagon

PRICES IN EFFECT OCT. 30

Prices herewith are reproduced from Platt's OILGRAM Daily Oil Price Service, associated with National Petroleum News, whose representatives in all NPN-OILGRAM offices devote their time exclusively to reporting oil industry prices everywhere.

Prices shown in tables are sales prices or quotations or general offers or posted prices by refiners, by pipeline terminal operators, and by tanker terminal operators; for current sales and shipments; for the business day or period stated; except Tank Wagon prices, prices are for bulk lots such as tank car, truck transport, barge; prices applying to barges or cargoes or truck transport lots only, so designated; FOB refineries or terminals; in cents per gal., except per bbl. where $ sign is shown; wax and petrolatums in cents per pound; ex all fees and taxes, for crude oil and its products lawfully produced and transported; reported as received by *OILGRAM* and National Petroleum News but not guaranteed; for subscribers' private use only and not for resale or distribution or publication. During periods of short supply, some sellers and at times all sellers, withhold quotations to new customers or the posting of firm prices but give *OILGRAM* the prices they otherwise would quote to the trade in general and which they confine to their regular customers only, and such prices appear in the price tables. Octane ratings are ASTM; Research Method ratings, indicated by letter R, are minimum ratings; Motor Method ratings are indicated by letter M. For further details of price conditions apply to any *NPN—OILGRAM* office or see back of any *OILGRAM* Price Service invoice.

For complete price service delivered daily from nearest *OILGRAM* publishing office, New York, Cleveland and Houston, address Platt's Price Service, Inc., 1213 West 3rd St., Cleveland (13), Ohio. Annual subscription rate in U. S.: $150 per year, payable in advance.

GASOLINE

OKLAHOMA (Group 3)

93 Oct. R Prem.	11.375
90 Oct. R Prem.	(3)11.375–11.75
88 Oct. R Prem.	(2)11.375–11.75
86 Oct. R Prem.	11.375–11.5
84 Oct. R Reg.	10.375
82 Oct. R Reg.	(3)10.375–10.75
80 Oct. R Reg.	10.375–10.5
60 Oct. M & below	9.625–10

MIDWEST (Group 3 basis)

93 Oct. R Prem.	11.375
90 Oct. R Prem.	(2)11.375–11.875
88 Oct. R Prem.	(2)11.375–11.75
84 Oct. R Reg.	10.375(2)
82 Oct. R Reg.	(2)10.375–10.875
60 Oct. M & below	(2)9.75–9.875

N. TEX. (For shpt. to Tex. & N.M. dest'ns.)

93 Oct. R Prem.	12.75–13.25
90 Oct. R Prem.	12
88 Oct. R Prem.	(3)12–12.75
84 Oct. R Reg.	11.25–11.5
82 Oct. R Reg.	(2)10.75–11.7
80 Oct. R Reg.	10.75
60 Oct. M & below	(2)9.75–10.8

W. TEX. (For shpt. to Tex. & N.M. dest'ns.)

93 Oct. R Prem.	12.5
90 Oct. R Prem.	12
88 Oct. R Prem.	12(3)
86 Oct. R Prem.	12(3)
84 Oct. R Reg.	11.25
82 Oct. R Reg.	11(2)
80 Oct. R Reg.	11(2)
60 Oct. M & below	10.375–10.5(3)

E. TEX. (Truck tnspt.)

93 Oct. R Prem.	12
90 Oct. R Prem.	11.75–12
88 Oct. R Prem.	11.75–12.5
86 Oct. R Prem.	11.5–12.5
84 Oct. R Reg.	10.75
82 Oct. R Reg.	10.5–11(3)
80 Oct. R Reg.	.....
60 Oct. M & below	9.875–10.5

CENT. W. TEX. (Truck Transpt.)

93 Oct. R Prem.	12
88 Oct. R Prem.	12
84 Oct. R Reg.	11.25
82 Oct. R Reg.	10.75
80 Oct. R Reg.	.....
60 Oct. M & below	9.5–10.5

ARK. (For shipment to Ark. & La.)

86 Oct. R Prem.	11.75
80 Oct. R Reg.	10.75
60 Oct. M & below	9.625

KANSAS (For Kansas destinations only)

90 Oct. R Prem.	11.6
88 Oct. R Prem.	(2)11.6–12.625
86 Oct. R Prem.	(2)11.6–12
82 Oct. R Reg.	10.6(2)
80 Oct. R Reg.	(2)10.6–11.625
60 Oct. M & below	9.6–10.875

WESTERN PENNA.
Bradford-Warren:

88 Oct. R Prem.	13.75–14(2)
83 Oct. R Reg.	(2)12.75–13

Oil City:

86 Oct. R Prem.	13.4–13.6
83 Oct. R Reg.	12.4–12.9

Pittsburgh:

86 Oct. R Prem.	13.9(2)
83 Oct. R Reg.	12.9(2)

CENTRAL MICHIGAN
(FOB Central Michigan refineries)

90 Oct. R Prem.	(2)14–14.5
86 Oct. R Prem.	13.25–14.25
84 Oct. R Reg.	(3)13–13.5
82 Oct. R Reg.	12.25–12.5
Str. run gasoline, excl. Detroit shpt.	(4)10.5–12.125

OHIO—Quotations of S. O. for delivery to Ohio points:

83 Oct. R Reg.	14.0

CALIFORNIA

Los Angeles dist.:

80-82 Oct. M Prem.	12.5–16.5
74-76 Oct. M Reg.	11–14(2)

San Fran. dist.:

80-82 Oct. M Prem.	16.25–17
74-76 Oct. M Reg.	14.25–14.5

San Joaquin Valley dist.:

80-82 Oct. M Prem.	16.25–17
74-76 Oct. M Reg.	14.25–14.5

LUBRICATING OILS

WESTERN PENNA.

Prices are for sales made, or offers reliably reported, to jobbers & compounders only.

VISCOUS NEUTRALS—No. 3 col. Vis. at 70° F. 200 Vis. (180 at 100°) 420-425 fl.

0 p.t.	30.5
10 p.t.	29.5
15 p.t.	28.5
25 p.t.	27(3)

150 Vis. (143 at 100°) 400-405 fl.

0 p.t.	29.5
10 p.t.	28.5
15 p.t.	27.5
25 p.t.	26(4)

Bright Stocks.
145-155 vis. at 210°, 540-550 fl., No. 8 col.

10 p.t.	29.5
15 p.t.	28.5
25 p.t.	27–28

CYLINDER STOCKS:

600 S.R. filterb'l.	22(3)
650 S.R.	24(3)
600 S.	26(3)
630 S.	27(2)

MIDCONTINENT LUBES

FOB Tulsa basis. Bright Stocks, vis. at 210°. Neutrals, vis. at 100°, 0-10 p.p.

Neutral Oils—Conventional

Pale Oils	Col.	
60-85 vis	2	14.5–15.5
85-110 vis	2	15–15.5
150 vis	3	15.5–17.5
180 vis	3	16.5–18
200 vis	3	16.5–18.5(2)
250 vis	3	17–19(2)
280 vis	3	17.5–19.5(2)
300 vis	3	18–20

Bright Stock—Conventional

200 vis. D:	
10-25 p.p.	31
150-160 vis. D:	
0-10 p.p.	27–28
10-25 p.p.	27–27.5
120 vis. D:	
0-10 p.p.	26–27

Bright Stock—Solvent

150-160 vis. 0-10 p.p., 95 v.i.	31–33

Neutral Oils—Solvent

170-180 vis., 98 v.i.	22–23.25
200-210 vis., 99-85 v.i.	23–25.5
300 vis., 95 v.i.	24.5–26

Cylinder Stocks

600 s.r., olive green	21

SOUTH TEXAS (Neutral Oils)

(Vis. at 100° F. FOB refineries for domestic and/or export shipment.)

PALE OILS:

VIS.	COLOR	
100	1½-2½	(2)11.5–12.5(2)
200	No. 2-3	(4)12.5–13(1)
300	No. 2-3	(4)12.5–13
500	No. 2½-3½	14(5)
750	No. 3-4	14.75(5)
1200	No. 3-4	15.5(4)
2000	No. 4	16.5(5)

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Refinery & Terminal Prices (Continued)

PRICES IN EFFECT OCT. 30

(SOUTH TEXAS cont'd.)

RED OILS:

100 No. 5-6	11.5-12.5(2)
200 No. 5-6	(4)12.5-13
300 No. 5-6	13.25(5)
500 No. 5-6	14(5)
750 No. 5-6	14.75(5)
1200 No. 5-6	15.5(5)
2000 No. 5-6	16.5(5)

KEROSINE, GAS & FUEL OILS

OKLAHOMA (Group 2)

41-43 w.w.	(2)8.875-9.25(2)
42-44 w.w.	(3)8.875-9.25(2)
Range oil	8.75-9
38 & above D.I. diesel	(3)8.75-9.25
No. 1 p.w.	(4)8.75-9.25
No. 1 straw	(3)8.75-9.25
No. 2 straw	(4)8.125-8.625
No. 3	8-8.125
No. 6	(5)$1.65-1.75(2)

MIDWESTERN (Group 3 basis)

41-43 w.w.	(2)8.875-9
42-44 w.w.	(4)8.875-9.375
Range oil	8.75
38 & above D.I. diesel	(3)8.75-9.25
No. 1 p.w.	8.75(3)
No. 2 straw	(5)8.125-8.375
No. 6	$1.65(4)

N. TEX. (For shpt. to Tex. & N.M. dest'ns.)

41-43 w.w.	8.5-9.5
42-44 w.w.	9(2)
38 D.I.	8.25-9.25
No. 2 straw	8-8.25
No. 6 fuel	$1.65

W. TEX. (For shpt. to Tex. & N.M. dest'ns.)

41-43 w.w.	
42-44 w.w.	10.5
38 & above D.I. diesel	9.5
No. 1 straw	9.25(2)
No. 2 straw	(2)8.5-9.25
No. 6 fuel	$1.65-1.80

E. TEX. (Truck trnspt.)

41-43 w.w.	8.75-9.25
42-44 w.w.	(2)9-9.5
38 & above D.I. diesel	8.25-9
No. 2 fuel	8.5-9.25
No. 6	$1.65-1.75(2)

CENT. W. TEX. (Truck trnspt.)

41-43 w.w.	9-9.5
38 & above D.I. diesel	8.75-9.25
U.G.I. gas oil	8.5
No. 1 fuel	9.25
No. 2 fuel	8-9
No. 5 fuel	
No. 6 fuel	$1.65-2.00

KANSAS (For Kansas destinations only)

42-44 w.w.	(2)9.1-10.25
38 & above Diesel	9.2-9.625
No. 1 fuel	8.9-10.25
No. 2 fuel	8.3-9.625
No. 4 fuel	$2.77
No. 5 fuel	$2.22-2.27
No. 6 fuel	$1.67-2.00

ARK. (For shipment to Ark., La.)

42-44 w.w.	9
Tractor fuel	9.375
Diesel fuel 32 & below	8.75
Diesel fuel 38 & above	9.125
No. 2 fuel	8.25
No. 3 fuel	7.875
No. 4 fuel	$2.13
No. 5 fuel	$1.95
No. 6 fuel	$1.80

WESTERN PENNA.
Bradford-Warren:

Kerosine	10.25-10.75(3)
No. 1 fuel	
No. 2 fuel	(2)10-10.5
No. 3 fuel	10
30-40 gravity	9.75

Oil City:

Kerosine	10.25-11(2)
No. 1 fuel	10-10.5
No. 2 fuel	(2)9.75-10.25
No. 3 fuel	9.25
30-40 fuel	9.75(2)

Pittsburgh:

Kerosine	10.75(2)
No. 1 fuel	10.5
No. 2 fuel	10.375(2)
No. 3 fuel	
30-40 fuel	9.875(2)

CENTRAL MICHIGAN

(FOB Central Michigan refineries.)

Range oil	11.05-12.25x
40-43 w.w. kero.	11.05-12.25x
P.W. distillate	10.9-12x
No. 2 light straw	x10.4-11.2
No. 3 straw	10.25-10.75
U.G.I. gas oil	(2)8.5-10
No. 5 fuel	(2)7.75-8.75
No. 6 fuel	(3)7.5-8.25x

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

Kerosine	11.5

CALIFORNIA

San Joaquin Valley:

40-43 w.w.	12.6-13
Heavy fuel (PS 400)	$1.80-1.90
Light fuel (PS 300)	$2.10(2)
Diesel fuel (PS 200)	10.4-11.5
Stove dist. (PS 100)	11.9-13

Los Angeles:

40-43 w.w.	(2)12-12.5
Heavy fuel (PS 400)	(2)$1.70-1.85
Light fuel (PS 300)	$2.00-2.05(4)
Diesel fuel (PS 200)	7.5-11.2
Stove dist. (PS 100)	8.5-12.7

San Francisco:

40-43 w.w.	12.5-13
Heavy fuel (PS 400)	$1.80-1.90
Light fuel (PS 300)	$2.10(2)
Diesel fuel (PS 200)	10.1-11.5
Stove dist. (PS 100)	11.9-13

Natural Gasoline

(Group 3 & Breckenbridge prices are to blenders on freight Basis shown below. Shipments may originate in any Mid-Continent manufacturing district.)

FOB GROUP 3

Grade 26-70	6.375(Quotes)

FOB BRECKENRIDGE

Grade 26-70	5.875(Quotes)

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Refinery & Terminal Prices (Continued)

PRICES IN EFFECT OCT. 30

CHICAGO DISTRICT PRICES

Prices to jobbers & distributors in tank car and/or truck transport lots FOB refineries, pipe line terminals and inland waterway barge terminals.

Motor Gasoline

99 Oct. R Prem.	13.275-14(2)
98 Oct. R Prem.	13.3-13.75(4)
84 Oct. R Reg.	13(2)
82 Oct. R Reg.	12.625-12.75(4)

Light Fuel Oils

Range oil	(2)11.125-11.5
No. 2 Fuel	(2)10.125-10.3(2)

Heavy Fuel Oils

No. 5, low sulfur	7.9-8.2
No. 5, high sulfur	x(3)7.9-8.1
No. 6, low sulfur	7.4
No. 6, high sulfur	6.85-7.2

WAX

WESTERN PENNA. (T.C., in Bulk)

White Crude Scale:

122-124 A.m.p.	(2)5.5-5.5(2)x
124-126 A.m.p.	(2)5.5-5.5(2)x

SEABOARD

Melting points are AMP, 3° higher than EMP. Prices are for carload lots; domestic prices are FOB refinery; scale in bags or bbls.; fully refined, slabs loose. Export prices are FAS; scale in bags or bbls., fully refined in bags or cartons.

Crude Scale	New Orleans N.Y. Export	Domestic	N.Y. Export
124-6 wh.	6.5(2)		6.5(2)
Fully Refined:			
123-5	6.95		
125-7	6.95(3)		7.65(3)
128-30	6.95(3)		7.65(3)
130-32			7.7-7.75
133-5	7.40(3)		7.75(2)
135-7	7.2(2)		7.8-7.9
138-40	7.55(3)		8.15-8.25(2)
143-5	7.8(2)		8.3-8.5(2)
140-54	10.95		11.5

NAPHTHAS AND SOLVENTS

(FOB Group 3)

Stoddard solvent	11.375(3)
Cleaners naphtha	11.875(2)
V.M.&P. naphtha	11.875(4)
Mineral Spirits	10.875(4)
Rubber solvent	11.875(3)
Lacquer diluent	(2)12.125-12.625
Benzol diluent	(2)13.125-13.625

WESTERN PENNA.

Oil City:

Stoddard solvent	13-13.5

Pittsburgh:

Untreated naphtha	
Stoddard solvent	13.5(2)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

VM&P Naphtha	17.0
Mineral Spirits & Stoddard Solvent	16.0
Rubber Solvent	14.875

E. TEXAS (Truck Trnspt.)

Stoddard Solvent	10-11.25

CENT. W. TEX. (Truck Trnspt.)

Stoddard Solvent	10.5

KANSAS (For Kan. Dest'n. only)

Stoddard Solvent	11.75

ATLANTIC COAST

	V.M.&P. Naphtha	Mineral Spirits
New York Harbor	16(4)	15(5)
Philadelphia	(3)16.5-16	(4)14.5-15.5
Baltimore		14.5(3)
Boston	16.5(4)	15.5(5)
Providence		15.5(4)

ATLANTIC & GULF COASTS

Prices are of refiners, FOB their refineries & tanker terminals, and of tanker terminal operators FOB their terminals. Ships' bunkers prices are exclusive of lighterage.

District	93 Oct. R Prem. Gasoline	90 Oct. R Prem. Gasoline	86 Oct. R Reg. Gasoline	83 Oct. R Reg. Gasoline	Kerosine-No. 1 Fuel
N. Y. Harbor	14.75-15	(2)12.85-14.25	(3)12.85-13.6		(18)10.1-10.2(2)
do barges	14.85-14.9	(2)13.75-14.25	(3)12.75-13.4		10(19)
Albany	14.95-15.2(3)	14.95-15.2(2)	13.7(7)		10.4(9)
Baltimore	12.9-13(2)	12.9-14.05	(3)11.9-13.5(2)		10.2(10)
do barges	12.8-14.35	12.8	11.8-13.3		10.2(4)
Baton Rouge				11.1	9.7
do barges				11	
Boston	14.95-15.7	14.95-15.2(3)	13.7(8)	12.7	10.3(14)
Charleston	13.3-14.4(3)	13.3	12.3-12.4(3)		10.4(8)
Corpus Christi	12.3-13.5	12.5	11.5(2)		
Houston	12.9-13.3	12.5	11.25-11.5(2)		9.25-10.25
do barges	12.5-13.3	11.5-12	11.3-11.5(2)		8.75-9.25
Jacksonville	13.6(2)	13.3-13.6(4)	12.3-12.6(8)		11(11)
Miami	13.6	13.6(2)	12.6(2)		11(3)
Mobile	13.4(2)	13.4	12.4(3)		10.3(4)
New Haven	15(2)	15(2)	13.5(3)		10.5(6)
New Orleans	12.6	12	11.6	11.25-11.3	(2)9.7-9.95
do barges	12.6	12	11.6	11.2-11.25	9.7-9.95
Norfolk	12.9-14.2	12.9-13.2	11.9-12.3(2)		10.5(7)
Pensacola		13.4	12.4		10.3(2)
Philadelphia	15.15-15.2	15.15	(2)13.7-13.9		10.2(10)
do barges	15.05	15.05	13.6-13.8		10.1(10)
Pt. Everglades	13.6	13.6(3)	12.6(4)		11(5)
Portland	15.05-15.3(2)	14.8-15.3	13.8(4)		10.4(9)
Providence	14.95-15.2(2)	14.7-15.2	13.7(5)		10.3(9)
Savannah	13.6(2)	(2)13.3-13.6(2)	(2)12.3-12.6(6)		11(7)
Tampa	13.4(2)	13.3-13.4(2)	12.3-12.4(8)		10.4(8)
Wilmington N. C.	15.15-14.55(2)	15.15-15.2	12.15-12.55(2)	12.15	10.5(7)

	No. 2 Fuel	Gas House Gas Oil	No. 5 Fuel (8-10 p.t.)	No. 5 Fuel (15-60 p.t.)	Diesel Oil Shore Plants (50 cet., 55 d.)
N. Y. Harbor	(19)9.1-9.2	9.2-9.6	x(11)$2.93-3.26x	$2.57	(6)9.5-9.6(2)
do barges	9(19)	9.5	x(11)2.90-3.16x	2.54	
Albany	9.4(12)	9.8	3.45		9.8(4)
Baltimore	9.2(10)	9.3	2.93(2)x	2.57	9.6(5)
do barges	9.1(5)		2.90(2)x	2.54	
Baton Rouge	8.4	8.8		2.22	8.8
do barges				2.19	
Boston	9.3(14)	9.7		x(5)2.95-3.00	9.7(5)
Charleston	9.4(5)			2.52(2)x	9.5(2)
Houston	(2)8.75-9				(2)8.5-9
do barges	7.75-8		2.35		
Jacksonville	10(7)				10(6)
Miami	10				9.5-10
Mobile	9.4(2)				9.4
New Haven	9.3(10)		2.94		9.7(5)
New Orleans	8.7(4)				9.1(2)
do barges	8.7				
Norfolk	(5)8.2-8.4	8.8	2.93	2.57-2.64	9.6(4)
Pensacola	9.4				9.4
Philadelphia	9.2(10)	9.2	2.90-2.95(3)	2.60(5)	9.6(8)
do barges	9.1(9)				
Pt. Everglades	8.9-10(3)				9.9-10(4)
Portland	9.4(9)	9.8			(2)9.8-11.2
Providence	9.3(6)	9.7	2.93	x2.94(2)	9.7(3)
Savannah	10(7)			2.55	10(5)
Tampa	8.9(3)				9.9(6)
Wilmington N. C.	9.4(7)	9.4			9.5(2)

	No. 6 Fuel	No. 6 Fuel Barges	Bunker C Fuel Ships' Bunkers	Heavy Diesel Ships' Bunkers	Light Diesel Ships' Bunkers (45 cet., 45 d.)
N. Y. Harbor	(10)$2.15-2.30(3)	(11)$2.15-2.30(3)	(10)$2.15-2.30	$2.57(3)	$2.90(5)
Albany	2.60				
Baltimore	(5)2.18-2.35	2.15(4)x	2.15(4)	2.57	3.90(4)
Baton Rouge	1.88	1.85	1.85(2)	2.24	2.49
Boston	(4)2.20-2.35	2.20(5)x	2.20(5)x		3.94(3)
Charleston	2.15(2)x	2.10(3)x	2.10(3)x		3.90(2)
Corpus Christi	1.88	1.85	(3)1.85-1.90	2.15	
Houston	(4)1.85-1.90	1.85(7)	(10)1.85-1.90	2.24(5)	3.49(6)
Jacksonville	2.12(6)x	2.09(6)x	2.09(6)x		4.20(5)
Miami	2.09	2.05(2)	2.05(3)x		4.20(2)
Mobile	1.95	1.95	1.95		
New Haven	2.15(4)	2.15	2.15(2)		
New Orleans	1.88(2)	1.85(3)	1.85(4)	2.24(2)	3.49(3)
Norfolk	2.19(3)x	2.15(4)x	2.15(4)x		3.90(3)
Pensacola		2.10	2.10		
Philadelphia	(7)2.18-2.35(4)	(7)2.15-2.30(4)	(7)2.15-2.30	2.57(2)	3.90(5)
Pt. Everglades	2.30(2)	2.05(2)	2.05(3)		4.20(4)
Portland	2.25(2)	2.20	2.20		3.82
Providence	2.17(5)x	2.17(5)x	2.15(3)x		3.82(2)
Savannah	2.12(4)x	2.10(4)x	2.10(3)x		4.20(4)
Tampa	2.02(5)x	1.99(6)x	1.99(5)x		4.15(5)
Wilmington N. C.					3.90(3)

Research octane ratings, indicated by the letter "R", are minimum ratings. Motor Method octane ratings, where used, are indicated by the letter "M".

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT OCT. 30

GULF COAST—CARGOES, DOMESTIC & EXPORT, ALL PORTS

Cargo prices are FOB ship at Gulf, minimum of 20,000 bbls., and are by refiners only to other refiners, export agents, or tanker terminal operators. The figure in parentheses after each price indicates the number of companies quoting that price.

Aviation Gasoline

Grade 115/145 (MIL-F-5572)	17.25(2)
Grade 100/130 (MIL-F-5572)	16(2)-16.25
Grade 91/98 (MIL-F-5572)	14.5-15.25
Grade 80 (MIL-F-5572)	14.25

Motor Gasoline

93 Oct. R (Premium)	12(2)-12.25-13
90 Oct. R (Premium)	11.5-11.75-12.75
86 Oct. R (Regular)	11(3)-11.25-12.25
83 Oct. R (Regular)	10.75-11-12
79 Oct. R	10.5-11.75
70-72 Oct. M Leaded	10-10.25-10.5-10.75

Kerosine & Light Fuels

41-43 kerosine	8.5(3)-8.75-9(2)
No. 2 Fuel	7.5(2)-7.75-8(2)-8.125x

Diesel & Gas Oils

43-47 Diesel index	7.625-7.75-8.25
48-52 Diesel index	7.75-7.875-8.375
53-57 Diesel index	7.875-8.8.5

Heavy Fuels

No. 5 Fuel, 8-10 p.t.	$2.35(3)
Bunker C Fuel	$1.75(3)-1.85(3)

Research octane ratings, indicated by the letter "R", are minimum ratings. Motor Method octane ratings where used, are indicated by the letter "M".

AVIATION GASOLINE & JET PROPULSION FUELS

(Prices are for tank cars, barge or truck transport lots; aviation gasolines meet Specification MIL-F-5572, unless otherwise noted; jet fuel meets MIL-F-5616)

District	Aviation Gasoline Grade 115/145	Grade 100/130	Grade 91/98	Grade 80	Jet Fuel (JP-1)
New York, N. Y.		17.6-18.6	16.1-17.2	15.6-16.2	
Boston, Mass.		18.2	16.7	15.95	
Portland, Me.					
Phila., Pa.					
Baltimore, Md.		17.96	16.46	15.85	
Norfolk, Va.		17.85	16.35	15.6	
Charleston, S. C.		18	16.5	15.75	
New Orleans, La. (Baton Rouge)		17	15.5	14.75	
Houston, Tex.		16.5-17.25	15-15.75	14.5-15	

LAKE PORT TERMINAL PRICES

	Buffalo	Cleveland	Detroit	Toledo
90 Oct. R (Prem.)	16(3)			
86 Oct. R (Reg.)	14.5(3)			
Kerosine	11.11.5(2)			10.75
Diesel Fuels	11(2)		10.15-10.35x	9.5
No. 1 Fuel			(2)10.9-11.7x	10.35(3)
No. 2 Fuel	10.5(2)		(2)10.15-10.95	9.35(2)
No. 5 Fuel		9.25	8.35(3)	8.25(3)
No. 6 Fuel	8.82(2)	8.85	8.1(3)	8(3)

PETROLATUMS

WESTERN PENNA.

(Bbls., carloads, tank car, 1 to 1.5c less)

Snow White	6.625-7x
Lily White	6.125-7.5x
Cream White	5.75-7.25x
Light Amber	4.625-5.625
Amber	4.375-5.375
Red	4.375-5.375

PACIFIC COAST

	(In Ships' Bunkers, Diesel Fuel or Deep Tank Lots) (P.S. 200)	Bunker C Fuel (P.S. 400)
San Pedro, Calif.	$3.44(4)	(3)$1.50-1.60
San Francisco	3.65(4)	(3)1.55-1.65
Portland, Ore.	3.86(4)	(3)1.80-1.90
Seattle, Wash.	3.86(4)	(3)1.80-1.90

LPG PRICES

(Of refiners, FOB refineries, in cents per gal., tank cars or transport trucks)

District	Commercial Propane	Industrial Propane	Commercial Butane	Industrial Butane
N. Y. Harbor	7	7	----	----
Philadelphia	----	----	----	----
Baltimore	----	----	----	----
Hastings	----	----	----	----

MEXICAN BUNKER PRICES

	Mexican Gulf Ports U.S. Dollars per Bbl Bunker C (Ships' Bunkers)	Diesel (Ships Bunkers)
Tampico	$1.90	$3.75
Veracruz	1.90	
Minatitlan	1.90	3.75
Pacific Coast		
Guaymas	$2.50	$3.95
Manzanillo	2.50	3.66
Salina Cruz	2.50	3.50

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Tank Wagon Prices

Prices for gasoline do not include taxes; they do, however, include inspection fees as shown in next column. Gasoline taxes, shown in separate column, include 1.5c federal, and state taxes, also city and county taxes as indicated in footnotes. Kerosine tank wagon prices also do not include taxes; kerosine taxes where levied are indicated in footnotes. Discounts, if any, are shown in footnotes. These prices in effect Oct. 30, 1950, as posted by principal marketing companies at their headquarters offices, but subject to later correction.

Inspection fees per gal., included in both gasoline and kerosine prices, unless otherwise specified, are as follows:

Ala. 1/40; on gasoline; Ark. 1/20c; Fla. 1/8c; Ill. 3/100c; Ind. 2/25c; Kans. 1/100c; La. 1/32c; Minn. 3/200c; Mo. 1/25c; Neb. 2/100c; Nev. 1/20c; N. C. 1/4c; N. D. 1/20c; Okla. 2/25c; S. C. 1/8c; S. D. 1/40c; Tenn. 2/3c; and Wisc. 3/100c.

Kerosine inspection fees only: Ala. 1/2c; Iowa 1/20c; Mich. 1/3c.

ATLANTIC REFINING

	Atlantic White Flash (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Philadelphia, Pa.	13.7	6.5	13.4
Pittsburgh	13.6	6.5	14.55
Allentown	15.3	6.5	14.0
Erie	15.8	6.5	14.55
Scranton	15.6	6.5	14.3
Altoona	15.6	6.5	14.55
Emporium	15.6	6.5	----
Indiana	15.6	6.5	----
Uniontown	15.6	6.5	14.55
Harrisburg	15.3	6.5	14.0
Williamsport	15.6	6.5	14.3
Dover, Del.	14.7	6.5	13.4
Wilmington	14.7	6.5	13.4
Boston, Mass.	14.9	4.5	----
Springfield	15.0	4.5	----
Worcester	15.1	4.5	----
Fall River	14.9	4.5	----
Hartford, Conn.	15.1	5.5	----
New Haven	14.8	5.5	----
Providence, R. I.	14.9	5.5	----
Atlantic City, N. J.	14.6	4.5	13.2
Camden	14.6	4.5	13.2
Trenton	14.6	4.5	13.2
Baltimore, Md.	14.6	6.5	----
Hagerstown	15.3	6.5	----
Richmond, Va.	14.5	7.5	14.0
Wilmington, N. C.	14.8	8.5	----
Brunswick, Ga.	15.9	8.5	----
Jacksonville, Fla.	15.2	8.5	----

	Mineral Spirits T.W.	V.M.&P. T.W.
Philadelphia, Pa.	15.5	17.0
Pittsburgh, Pa.	19.0	20.0

	Fuel Oils—T.W. 1	2	5	6
Phila., Pa.	13.4	12.2	7.77	x6.19
Pittsburgh		13.55		
Allentown	14.0	12.8		
Wilmington, Del.	13.4	12.3		
Dover	13.4	12.3		
Springfield, Mass.		13.3		
Worcester		12.8		
Hartford, Conn.		12.6		

Notes:

Kerosine—Thru Penna. & Del., add 2c per gal. for t.w. deliveries of less than 25 gals. at one time. Atlantic City & Camden, N. J.—Add 1c for deliveries for 100-299 gallons; 2c for deliveries of less than 100 gallons.

Gasoline T.W. prices are to dealers & consumers; kerosine T.W. prices to consumers.

Mineral spirits prices also apply to Stoddard Solvent.

x Effective Oct. 28.

CALIFORNIA STANDARD

	CHEVRON (Regular) T.T.	Av. 80/87 T.T.	Gasoline Taxes	Base Kerosine T.T.
San Fran., Cal.	14.5	18.0	6.0	18.5
Los Angeles	14.0	17.5	6.0	18.0
Fresno	15.7	19.2	6.0	19.8
Phoenix, Ariz.	17.3	20.8	6.5	21.3
Reno, Nev.	17.0	20.5	7.0	21.0
Portland, Ore.	15.0	18.5	7.5	20.5
Seattle, Wash.	15.0	18.5	8.0	20.5
Spokane	17.8	21.3	8.0	24.3
Tacoma	15.0	18.5	8.0	20.5
Boise, Idaho	18.3	23.0	7.5	28.7
Salt Lake, U.	16.4	19.4	8.5	16.5
Honolulu, T. H.	15.3	18.8	7.5	19.3
Fairbanks, Alaska	27.1	30.6	5.5	37.1
Juneau	19.5	19.5	5.5	21.8

	Standard Diesel Furnace Oil T.T.	Standard Stove Oil T.T.
San Fran., Cal.	10.0	12.4
Los Angeles	10.4	11.0
Fresno	11.8	13.3
Phoenix, Ariz.	13.8	15.3
Reno, Nev.	13.8	15.3
Portland, Ore.	11.3	13.0
Seattle, Wash.	11.3	----
Spokane	14.8	16.5
Tacoma	11.3	13.0
Boise, Idaho	15.9	17.4
Salt Lake, U.	14.0	16.5
Honolulu, T. H.	13.4	----

Taxes:

Boise—7.5c gas tax applies to motor fuel only; avgas taxes are 1.5c federal, 2.5c state.

Honolulu—7.5c gas tax applies to motor fuel only; avgas taxes are 1.5c federal, 4c territorial. Standard Diesel furnace oil price is ex 1c territorial liquid fuels tax. All T.T. prices are ex Hawaiian gross income tax of 1% to resellers, 2.5% to consumers.

California Standard (Cont.)

Notes:

Above prices are for deliveries of following quantities—gasoline (regular & aviation), 400 gals. & over; kerosine (except Salt Lake), 40-199 gals.; Diesel furnace oil & stove oil (except Salt Lake), 400 gals. & over; Salt Lake prices apply for any quantity.

Prices for Chevron Supreme (premium), other grades of avgas, and for deliveries of all products in quantities other than those specified, will be furnished on request to NPN.

CONT'L OIL

(N. B. Prices are Continental's tankwagon prices. Current selling prices may vary from those shown because of local conditions.)

	Conoco Demand N-tane (regular) Tank	(3rd Grade) Wagon	Gasoline Taxes	Kerosine T.W.
Denver, Colo.	14.8	13.8	7.5	14.7
Grand Junc.	17.2	16.2	7.5	17.1
Pueblo	15.6	14.6	7.5	15.5
Casper, Wyo.	15.7	14.7	6.5	15.0
Cheyenne	15.7	14.7	6.5	15.6
Billings, Mont.	17.0	----	7.5	16.5
Butte	18.0	----	7.5	18.2
Great Falls	17.0	----	7.5	18.2
Helena	17.5	----	7.5	18.2
Salt Lake, U.	16.4	----	5.5	16.5
Twin Falls, Ida.	19.1	18.1	7.5	19.2
Albuquer., N.M.	16.0	15.0	9.0	14.9
Roswell	15.3	14.3	9.0	14.2
Santa Fe	16.3	----	9.5	15.2
Muskogee, Okla.	13.7	12.7	8.0	12.4
Oklahoma City	13.5	12.5	8.0	12.6
Tulsa	13.0	12.0	8.0	11.8

Taxes:

Gasoline tax column includes these city taxes: Albuquerque & Roswell, 0.5c; Santa Fe, 1c; Cheyenne, 1c; Casper, 1c.

Notes:

T.W. prices are to consumers and dealers.

HUMBLE OIL

	Humble (Regular) Tank Wagon	Retail	Gasoline Taxes
Dallas, Tex.	14.0	19.0	5.5
Ft. Worth	14.0	19.0	5.5
Houston	14.0	19.0	5.5
San Antonio	14.0	19.0	5.5

	Kerosine Tank Wagon	Retail
Dallas, Tex.	12.8	17.0
Ft. Worth	12.8	17.0
Houston	12.8	17.0
San Antonio	12.8	17.0

Notes:

T.W. prices are to all classes of dealers and consumers.

IMPERIAL OIL

	Esso Gasolite (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Hamilton, Ont.	22.3	11.0	23.0
Toronto	22.3	11.0	23.0
Brandon, Man.	28.5	9.0	30.2
Winnipeg	x22.7	9.0	x28.4
Regina, Sask.	x22.2	10.0	x22.0
Saskatoon	x23.4	10.0	x28.5
Edmonton, Alta.	20.7	9.0	21.4
Calgary	21.3	9.0	22.0
Vancouver, B. C.	21.3	10.0	22.8
Montreal, Que.	22.6	11.0	23.3
St. John, N. B.	20.6	13.0	22.3
Halifax, N. S.	20.6	13.0	22.3

Taxes:

Gasoline taxes are provincial taxes.

Notes:

Prices are per imperial gal. which is 1.2 U. S. gals.—T.W. prices are to divided & undivided dealers.

x Effective Oct. 23.

TEXAS CO.

	Fire-Chief Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine Dealer T.W.
Dallas, Tex.	14.0	5.5	12.80
Fort Worth	14.0	5.5	12.80
Wichita Falls	14.0	5.5	12.80
Amarillo	14.0	5.5	12.80
Tyler	14.0	5.5	12.80
El Paso	15.5	5.5	13.85
San Angelo	14.0	5.5	12.80
Waco	14.0	5.5	12.80
Austin	14.0	5.5	12.80
Houston	14.0	5.5	12.80
San Antonio	14.0	5.5	12.80
Port Arthur	14.0	5.5	12.80

Notes:

Dealer t.w. prices apply also to all classes of consumers with minimum delivery of 50 gals.

ESSO STANDARD

	Esso Gasoline (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Atlantic City, N. J.	14.6	4.5	13.2
Newark	14.6	4.5	13.1
Baltimore, Md.	14.5	6.5	13.1
Cumberland	15.7	6.5	14.5
Washington, D. C.	14.8	5.5	13.7
Danville, Va.	15.4	7.5	14.2
Petersburg	15.0	7.5	14.3
Norfolk	14.1	7.5	13.8
Richmond	14.5	7.5	14.0
Roanoke	16.3	7.5	15.1
Charleston, W. Va.	16.1	6.5	15.2
Fairmont	16.1	6.5	15.2
Parkersburg	16.0	6.5	14.9
Wheeling	16.0	6.5	14.9
Charlotte, N. C.	15.6	8.5	13.5
Hickory	16.0	8.5	14.0
Mt. Airy	16.2	8.5	14.4
Raleigh	16.1	8.5	14.0
Salisbury	15.5	8.5	13.7
Charleston, S. C.	14.6	8.5	----
Columbia	16.0	8.5	----
Spartanburg	15.1	8.5	----
New Orleans, La.	13.5	10.5	12.7
Baton Rouge	13.7	10.5	12.7
Alexandria	13.1	10.5	13.7
Lake Charles	13.8	10.5	13.7
Shreveport	13.4	10.5	13.5
New Iberia	13.5	10.5	13.1
Knoxville, Tenn.	15.3	8.5	13.7
Memphis	15.0	8.5	13.5
Chattanooga	15.2	8.5	13.6
Nashville	15.5	8.5	14.0
Little Rock, Ark.	15.9	8.0	14.0

	Mineral Spirits T.W.	V.M.&P. T.W.
Newark, N. J.	16.0	17.5
Baltimore, Md.	18.5	----
Washington, D. C.	18.5	----

	FUEL OILS—T.W. No. 1	No. 2	No. 4	No. 6
Atlantic City, N.J.	13.2	12.2	----	----
Newark, N. J.	13.1	12.1	$5.394	$2.746
Baltimore, Md.	13.1	12.2	3.11	2.85
Washington, D. C.	13.5	12.6	3.27	2.51
Norfolk, Va.	13.8	12.2	----	----
Danville	----	12.8	----	----
Petersburg	14.3	12.8	----	----
Richmond	14.0	12.6	----	----
Roanoke	----	13.7	----	----
Charlotte, N. C.	13.8	12.6	----	----
Hickory	14.1	12.9	----	----
Raleigh	14.0	13.6	----	----
Charleston, S. C.	----	12.4	----	----
Columbia	----	13.2	----	----
Spartanburg	----	12.4	----	----

Taxes: Louisiana kerosine prices do not include 1c state tax.

Notes:

Naphtha—Newark t.w. prices are for deliveries of 200 gals. or more, less than 200 gals. 0.5c over posted t.w. prices; steel barrel deliveries 4c over posted t.w. prices. Baltimore & Washington prices are for t.w. deliveries of 25-99 gals., no discounts.

Kerosine & No. 1—Atlantic City prices are for deliveries of 300 gals. or more; for deliveries of 100-299 gals. add 1c to prices shown; for deliveries of less than 100 gals. add 2c to prices shown.

Tank Wagon Price (Continued)

SOCONY VACUUM

	Gasoline Taxes	Mobilgas Aircraft Grade 80 T.W.	Mobilgas Aircraft Grade 91 T.W.	Mobilgas Aircraft Grade 100 T.W.	Mobilgas (Regular Grade) T.C.	Mobilgas (Regular Grade) T.W.	Mobil Kerosine T.C.	Mobil Kerosine Yard	Mobil Kerosine T.W.	Mobilfuel Diesel T.C.	Mobilfuel Diesel T.W.	MOBILHEAT (No. 2 Fuel) T.C.	MOBILHEAT (No. 2 Fuel) Yard	MOBILHEAT (No. 2 Fuel) T.W.	S.V. No. 4 Fuel T.W.	S.V. No. 6 Fuel T.W.
New York City:																
Manh.	5.5					14.7			13.6		12.8			12.4	9.98	5.86
Bronx	5.5					14.7		10.8	13.8		12.8		9.6	12.5	9.98	5.86
Kings	5.5					14.7	10.2	10.6	13.6	9.8	12.8	8.2	9.5	12.4	9.98	5.86
Queens	5.5					14.7			13.6		12.8			12.4	9.98	5.86
Richmond	5.5					14.7	10.1	10.4	13.4		12.5	9.1	9.4	12.1	9.98	5.86
Albany, N. Y.	5.5	21.5	22.5	25.0	13.7	14.7	10.4	10.6		9.8	12.6	9.4	9.6	12.2	8.71	6.71
Binghamton	5.5				14.7	15.8	11.6	11.8	14.7	11.0	13.8	10.5	10.7	13.3		
Buffalo	5.5	21.0	22.0	24.2	14.5	15.5	11.5	11.7	14.8	11.0	14.1	10.5	10.7	13.6		10.02
Jamestown	5.5				14.7	15.8	11.5	11.7	15.0		14.0	10.0	11.1	13.5		
Mt. Vernon	5.5					15.0		10.9	13.9		13.1		9.7	12.7	x10.6	
Plattsburg	5.5					16.1	11.5	11.7				10.6	10.8	13.4		
Rochester	5.5	20.5	21.9	23.8	14.4	15.5	11.5	11.7	14.8		13.9	10.5	10.7	13.4		
Syracuse	5.5				14.4	15.4	11.3	11.5	14.6	10.8	12.7	10.3	10.5	13.2		
Bridgeport, Conn.	5.5					14.8	10.3	10.3				9.3	9.3	12.3		
Danbury	5.5					15.3		11.4					10.4	12.9		
Hartford	5.5				13.8	15.1	10.7	10.7		10.1	13.0	9.7	9.7	12.6		
New Haven	5.5	20.5			13.3	14.8	10.3	10.3		9.7	12.7	9.3	9.3	12.3		
Bangor, Me.	7.5				14.5	16.2	11.1		15.1	10.5	13.6	10.1		13.2		
Portland	7.5	22.4	23.4		13.8	15.0	10.4		14.4	9.8	12.9	9.4		12.5		
Boston, Mass.	4.5	19.0	20.0	22.0	13.7	14.9	10.3		14.4	9.7	12.9	9.3		12.5		
Concord, N. H.	5.5					16.0					13.5			13.1		
Lancaster	5.5					17.4			16.7		14.8			14.4		
Manchester	5.5					15.7			x15.2		13.6			13.2		
Portsmouth	5.5	21.2	22.2		14.4	15.3	10.8			10.2	13.0	9.8		12.6		
Providence, R. I.	5.5	19.8	20.8	22.8	13.7	14.9	10.3	10.9	x14.2	9.7	12.9	9.3	9.7	12.5		
Burlington, Vt.	6.5				14.6	15.6	11.1	11.6		10.9	13.3	10.5	10.5	13.1		
Rutland	6.5					16.2		12.0			14.1		11.0	13.7		

Tank Wagon Prices	Buffalo	N. Y. City	Rochester	Syracuse	Boston	Hartford	Providence
Mineral Spirits	17.5	16.0	16.0	20.0	17.0	15.0	17.5
V.M.&P. Naphtha	19.5	17.5	20.5	26.5	18.5	19.5	19.5

Taxes: N.Y.C. prices do not include 2% city sales tax applicable to price of gasoline (ex tax).

Discounts:
Mobil Kerosine—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more.
Mobilfuel Diesel—All points, 0.5c for t.w. deliveries of 800 gals. or more.
Mobilheat—Mt. Vernon t.w. less 0.5c for deliveries of 300 gals. or more.

Notes:
Gasoline t.w. prices are to Consumers and Dealers.
Syracuse V.M.&P. price is in steel barrels. Jamestown t.c. prices are delivered prices, all other t.c. prices are FOB bulk terminals.
x Effective Oct. 12; shown incorrectly in Oct. 18 & 25 NPN. x1 Effective Oct. 19.

OHIO STANDARD

	Gasoline Taxes	Aviation Gasoline—Cons. T.W. Sohio Avia. 62 Clear	Esso Avia. 80 Clear	Esso Avia. 91	Esso Avia. 100	Sohio X-Tane Gasoline (Regular Grade) Consumer T.W.	Resellers	S.S.	Naphthas & Solvents—Cons. T.W. S.R. Solvent	D.C. Naphtha	V.M.&P. Naphtha	Varnolene	Sohio Solvent	Kerosine T.W.	No. 1 Sohio-Heat	No. 2 Sohio-Heat
Akron	5.5	20.0	22.0	23.0	26.0	16.2	14.7	18.5	20.0	21.5	21.5	20.5	20.5	13.5*	15.5*	12.7*
Canton	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5*	13.5*	12.7*
Cincinnati	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Cleveland	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5*	13.5*	12.7*
Columbus	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5*	13.5*	12.7*
Dayton	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Lima	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Mansfield	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Marion	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Portsmouth	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Toledo	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5	13.5	12.7
Youngstown	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5*	13.5*	12.7*
Zanesville	5.5	20.0	22.0	23.0	26.0	16.0	15.5	19.5	20.0	21.5	21.5	20.5	20.5	13.5*	13.5*	12.7*

Taxes: Hangar operators can purchase aviation gasoline less 1c per gal. State Road Tax by supporting purchase with State Tax Exemption Form A-10 to supplier.

Discounts: Esso Aviation—on contract to hangar operators and resellers, 2c off consumer t.w.
Kerosine, Nos. 1 & 2—Prices with asterisks (*) are for t.w. or drum deliveries of 100 gals. or more; less than 100 gals., 0.5c higher. Prices at other points are for t.w. or drum deliveries of 50 gals. or more, less than 50 gals., 0.5c higher.
Naphthas—To contract consumers off t.w. prices (except Lucas County): 300 to 999 gals., 0.75c; 1000 to 2499 gals., 0.75c; 2500 to 4999 gals., 1c; 5000 or more gals., 1.5c. Lucas County: less than 50 gals. tank wagon price; 50 to 249 gals., 0.5c; 250 to 499 gals., 1c; 500 gals. or over 1.5c.

Notes: Between third-grade gasoline prices are same as X-Tane unless otherwise noted. S.S. prices are at company-operated stations.

INDIANA STANDARD

Tank wagon prices listed below were obtained by NPN correspondents who visited Standard of Indiana bulk plants where the company's prices are publicly posted.

	Red Crown (Reg. Grade) Red Cr'n. Cons. T.W.	Red Cr'n. Dir. T.W.	Gasoline Taxes	Kerosine T.W.	Stanolex Furnace Oil 1-99 gals.	100 gals. & over	100-174 gals.	175-399 gals.	400 gals. & over
Chicago, Ill.	17.5	15.5	4.5	15.2					
South Bend, Ind.	18.0	16.5	5.5	15.8	15.0	14.0			
Detroit, Mich.	17.4	15.0	4.5	14.7	13.8	12.8			
St. Paul, Minn.	17.8	16.0	6.5	15.8	16.0		14.1	13.5	13.5
Des Moines, Ia.	16.5	15.4	5.5	14.8	13.7	12.7			
St. Louis, Mo.	16.7	15.2	4.5	14.8	12.8	11.8			
Wichita, Kans.	14.4	14.0	6.5	13.0	11.2	10.2			
Omaha, Nebr.	17.0	15.5	7.5	14.7	11.6	12.6			
Fargo, N. D.	18.4	16.8	8.5	16.3	14.6	13.6			
Huron, S. D.	18.2	16.7	8.5	16.2	14.5	13.5			
Milwaukee, Wis.	17.6	16.1	5.5	x16.0	14.5	13.5			

Fuel Oils—T.W.—Chicago, Ill.

	Standard Heater Oil	Stanolex Furnace Oil		Stanolex Fuel A	Stanolex Fuel C
1-99 gals.	15.3	14.3	1-749 gals.	10.25	9.1
100-149 gals.	14.3		750 gals. & over	9.5	8.25
150 gals. & over	13.8				
150-399 gals.		13.3			
400 gals. & over		12.8			

Taxes:
St. Louis, Mo. gasoline tax includes 1c city tax. Des Moines, Ia., kerosine and furnace oil prices do not include 1c state tax. State sales, occupation, consumer & use taxes to be added where applicable.
x Effective Oct. 8.

Kentucky Standard

	Crown Net Dealer	Gasoline Taxes	Kerosine T.W.
Covington, Ky.	14.5	8.5	15.3
Lexington	16.5	8.5	15.0
Louisville	15.2	8.5	14.3
Paducah	15.2	8.5	14.0
Jackson, Miss.	15.7	8.5	14.2
Vicksburg	15.2	8.5	13.7
Birmingham, Ala.	15.7	8.5	14.5
Mobile	15.0	8.5	14.2
Montgomery	15.8	8.5	14.0
Atlanta, Ga.	15.9	8.5	14.2
Augusta	16.4	8.5	15.4
Macon	15.8	8.5	14.3
Savannah	15.2	8.5	14.5
Jacksonville, Fla.	15.2	8.5	14.5
Miami	15.2	8.5	14.5
Pensacola	15.0	8.5	13.9
Tampa	15.0	8.5	x14.5

Taxes:
Gasoline tax column includes these city & county taxes: Mobile, 2c city; Birmingham, 1c county; Montgomery, 1c city & 1c county; Pensacola, 1c city; other taxes not included in prices: Georgia, kerosine, 1c; Montgomery, kerosine 1c; Mississippi, kerosine 0.5c.

Notes:
Consumer t.w. prices are same as net dealer prices.
x Effective Oct. 16.

Pennsylvania Oil Other Than Lubes at Refineries

(Compiled by National Petroleum Assn. from report of all region refiners. Figures in bbls.)

	Aug. 31, 1950	July 31, 1950
1. Naphthas & Gasoline		
(1) Straight run, unblended and/or unblended for sale as motor fuel	2,140	2,042
(2) Naphtha and gasoline for sale for blending or further refining or held at refinery for further distillation, reforming, blending or leading	271,955	279,342
(3) Below 65 octane, not included in (1) or (2) above	925	1,900
(4) 65 octane and above	220,941	285,906
2. Salable naphthas other than motor fuel material (does not include refinery process naphthas)	11,906	13,340
3. Kerosene	74,506	69,762
4. 36/40 gas oil (include furnace oil)	84,431	71,095
5. Fuel oil (not reported above)	42,442	41,951
6. Oils held as cracking plant charging stocks	235,955	199,893
7. Non-viscous neutral	17,950	17,116
8. Wax distillate	100,726	85,518
9. Crude petroleum	19,257	18,790
10. Wax (lbs.)	6,344,270	6,641,361

Pennsylvania Lubricating Oils at Refineries

(Compiled by National Petroleum Assn. from reports of companies refining Pennsylvania Grade crude oil. Figures in bbls. of 42 U.S. gals.)

	Production Aug., 1950	Total Inventory Aug. 31, 1950	Production July, 1950	Total Inventory July 31, 1950
1. Raw long residuum	18,064	14,604	13,405	42,630
2. 600 steam refined stock	231,271	111,326	237,211	115,700
3. Other steam refined stock	79,683	60,493	65,330	48,721
4. Finished dewaxed long residuum	14,478	5,880	5,880	15,084
5. Bright stock	160,400	129,110	160,321	147,280
6. Viscous neutral, below 180 vis. but not below 142 vis. @ 100	68,575	91,517	65,501	121,377
7. Viscous neutral, 180 vis. @ 100 and above	115,541	108,567	129,464	90,382

District 5 Demand

(District 5 includes California, Washington, Oregon, Nevada, Arizona)
(Bureau of Mines Figures in thousands of bbls. daily)

	Aug. 1950	July 1950	Aug 1949
Gasoline & Naphtha	470	461	386
Liquefied Petroleum Gases	16	13	16
Kerosene & Kerosene Distillates	14	10	9
Lubricating Oils & Distillates	17	16	16
Stove Oil & Diesel Oil	117	102	79
Fuel Oil	415	416	251
Asphalt & Road Oil	56	44	50

Production of Natural Gasoline

(Bureau of Mines figures in gals., 000 omitted)

	Aug. 1950	July 1950
East Coast		
W. New York		
W. Pennsylvania	844	844
West Virginia	17,002	16,256
Ohio	267	272
Illinois	11,506	10,832
Kentucky	3,442	3,448
Michigan	332	296
Kansas	10,597	10,755
Oklahoma	52,647	49,283
Texas:	335,864	328,296
Gulf	84,800	83,856
East Texas	33,327	33,226
Panhandle	51,838	46,239
Other	166,019	166,968
Arkansas	8,004	7,935
Louisiana:	72,100	69,004
Gulf	28,581	26,044
Inland	43,519	43,056
Mississippi	4,735	4,400
New Mexico	19,763	17,606
Colorado	*	*
Montana	618	605
Utah	*	*
Wyoming	78,882	76,766
California	102,140	100,591
Total	848,564	829,391
Daily average	20,921	20,503

* Colorado and Utah products included with Wyoming.

Dealer and Service Station Prices for Regular-Grade Gasoline in 50 Representative Cities***

OCTOBER 1, 1950

City	Cents per Gallon: Dealer's Net Price (Ex Tax)	Indicated Dealer Margin†	Gasoline Tax (Inc. 1.5c federal tax)	Service Station (Inc. Tax)
Average United States	15.43	4.84	6.70	26.97
Portland, Me.	15.00	4.00	7.50	26.50
Manchester, N. H.	15.40	2.80	5.50	23.90
Burlington, Vt.	15.40	3.20	6.50	25.10
Boston, Mass.	14.90	5.30	4.50	24.70
Providence, R. I.	14.90	4.90	5.50	25.30
Hartford, Conn.	15.10	1.30	5.50	21.90
Buffalo, N. Y.	15.50	5.80	5.50	26.80
New York, N. Y.	14.70	6.80	5.50	27.00
Newark, N. J.	14.90		4.50	19.40
Philadelphia, Pa.	14.40	1.70	6.50	22.60
Dover, Del.	14.70	5.70	6.50	26.90
Baltimore, Md.	14.50	5.40	6.50	26.40
Washington, D. C.	14.00	5.50	5.50	25.00
Charleston, W. Va.	16.40	7.10	6.50	29.10
Norfolk, Va.	14.10	6.10	7.50	27.70
Charlotte, N. C.	15.60	5.70	6.50	27.80
Charleston, S. C.	14.60	5.90	8.50	29.00
Atlanta, Ga.	15.00	5.60	8.50	30.00
Jacksonville, Fla.	15.20	5.30	8.50	29.00
Birmingham, Ala.	15.70	5.60	8.50	*29.80
Vicksburg, Miss.	15.20	6.70	8.50	30.40
Memphis, Tenn.	15.00	6.00	8.50	29.50
Lexington, Ky.	16.50	4.30	8.50	29.30
Youngstown, Ohio	15.50	4.00	5.00	25.00
South Bend, Ind.	16.50	5.00	5.50	27.00
Chicago, Ill.	15.50	2.62	4.50	22.62
Detroit, Mich.	15.90	5.01	4.50	25.41
Milwaukee, Wis.	16.10	5.30	5.50	26.90
Twin Cities, Minn.	16.00	5.40	6.50	27.90
Fargo, N. Dak.	15.40	4.70	6.50	27.00
Huron, S. Dak.	15.70	4.50	5.50	26.70
Omaha, Neb.	15.50	4.00	7.50	27.00
Des Moines, Iowa	15.40	1.00	5.50	21.90
St. Louis, Mo.	15.20	4.20	4.50	*23.90
Wichita, Kans.	14.00	4.40	6.50	24.90
Tulsa, Okla.	13.00	5.50	8.00	26.50
Little Rock, Ark.	15.00	5.60	8.00	28.60
New Orleans, La.	13.50	6.00	10.50	29.80
Houston, Tex.	14.00	5.00	5.50	24.50
Albuquerque, N. Mex.	16.20	5.30	9.00	**30.50
Denver, Colo.	18.80	5.20	7.50	27.50
Casper, Wyo.	15.80	6.50	6.50	*28.80
Butte, Mont.	16.00	4.50	7.50	28.00
Boise, Ida.	18.30	3.00	7.50	28.80
Salt Lake City, Utah	16.40	2.10	5.50	24.00
Reno, Nev.	16.50	5.00	7.00	28.50
Phoenix, Ariz.	17.10	2.20	6.50	25.80
San Francisco, Calif.	14.10	5.00	6.00	25.10
Portland, Ore.	14.70	5.00	7.50	27.20
Spokane, Wash.	17.00	5.00	8.00	30.00

* Includes City Tax of $.0100 per gallon.
** Includes City Tax of $.0050 per gallon.
*** API Spots as reported by The Texas Co.

Editor's Note: Where there are price wars these indicated margins do not necessarily show what the dealer is actually realizing per gallon of gasoline sold. Special allowances temporarily are being granted to some dealers hit by the abnormal retail prices.

Net Stocks of Pennsylvania Crude Oil

(Compiled by National Petroleum Assn. Figures in bbls.)

	Aug. 31, 1950	July 31, 1950	Aug. 31, 1949
At refineries	484,522	500,187	637,635
Pipe Line and tank farm	1,897,776	2,014,108	2,478,516
Total	2,382,298	2,514,275	3,116,151

Midwestern Lubricating Oils

(Compiled by Western Petroleum Refiners Assn. from figures of 11 reporting companies; figures in bbls. of 42 gals.)

	Total Bright Stock	Solvent Bright Stock	Total Viscous Neutrals	Solvent Viscous Neutrals	Paraffin Oils	Steam Refined Stock	Blended Oils
AUGUST, 1950							
Production	242,985	147,996	405,809	428,535	128,793	18,985	605,225
Shipments:							
Domestic	221,274	178,934	551,559	457,546	117,514	18,665	656,079
Export	19,483	4,552	8,446	8,886	501		20,366
TOTAL	240,757	183,486	560,294	466,432	118,015	18,665	656,444
Inventory:							
August 31	160,578	121,754	539,622	430,175	116,543	28,727	300,964
Days Supply*	17	18	34	36			
AUGUST, 1949*							
Production	154,829	103,027	326,863	238,174	90,688	15,789	504,824
Shipments:							
Domestic	184,467	111,104	407,861	266,411	84,428	22,397	511,650
Export	25,895	16,974	1,526	1,526	80	2,342	26,785
TOTAL	210,362	128,078	409,387	267,937	84,508	24,649	538,415
Inventory:							
August 31	352,348	206,985	610,418	451,456	90,668	81,278	265,009
Days Supply	53	60	48	65			

* Thirteen companies.

Gasoline Consumption by States in July, 1950††

(American Petroleum Institute Figures)

	Tax Rate† July Cents	Month of June 1950 Gallons	Month of July 1950 Gallons	Month of July 1949 Gallons	% Change	7 Months Ending With July 1950 Gallons	7 Months Ending With July 1949 Gallons	% Change
Alabama	6	48,836,000	49,205,000	41,614,000	+18.24	327,666,000	290,171,000	+12.92
Arizona	5	20,452,000	19,444,000	17,566,000	+10.69	132,996,000	122,225,000	+ 8.80
Arkansas	6½	34,273,000	32,274,000	29,733,000	+ 8.54	216,714,000	197,590,000	+ 9.67
California	4½	336,754,000	347,688,000	320,063,000	+ 8.63	2,125,688,000	2,151,190,000	— 1.19
Colorado	6	42,707,000	48,521,000	45,863,000	+ 5.79	256,750,000	235,600,000	+ 8.97
Connecticut	4	46,030,000	47,357,000	43,217,000	+ 9.57	286,130,000	263,226,000	+ 8.70
Delaware	5	9,548,000	9,378,000	8,250,000	+13.67	57,015,000	52,132,000	+ 9.36
Dist. of Columbia	4	17,179,000	17,031,000	15,997,000	+ 6.46	113,924,000	103,776,000	+ 9.77
Florida	7	70,003,000	70,740,000	60,399,000	+17.18	521,569,000	460,976,000	+13.23
Georgia	7	65,393,000	65,762,000	61,120,000	+ 7.59	444,112,000	396,584,000	+11.98
Idaho	6	19,041,000	20,586,000	19,017,000	+ 8.25	110,209,000	100,256,000	+ 9.92
Illinois	3	213,105,000	206,997,000	185,240,000	+11.88	1,303,075,000	1,190,686,000	+ 9.43
Indiana	4	113,400,000	112,484,000	98,257,000	+14.47	706,562,000	635,727,000	+11.14
Iowa	4	96,025,000	91,075,000	83,636,000	+ 8.89	556,474,000	520,114,000	+ 6.99
Kansas	5	82,285,000	72,568,000	78,535,000	— 7.60	421,175,000	403,578,000	+ 4.36
Kentucky	7	46,343,000	55,452,000	45,421,000	+22.08	331,014,000	297,111,000	+11.41
Louisiana	5	47,243,000	46,960,000	42,655,000	+10.09	315,739,000	274,310,000	+15.10
Maine	6	21,382,000	24,750,000	23,436,000	+ 5.60	124,913,000	118,736,000	+ 5.20
Maryland	5	49,744,000	48,686,000	43,039,000	+13.12	306,104,000	270,938,000	+12.97
Massachusetts	3	89,060,000	92,995,000	85,712,000	+ 8.49	557,448,000	515,781,000	+ 8.07
Michigan	3	177,228,000	181,912,000	166,172,000	+ 9.47	1,092,703,000	997,127,000	+ 9.58
Minnesota	5	87,803,000	93,957,000	86,032,000	+ 9.21	516,231,000	483,879,000	+ 6.68
Mississippi	**7	32,419,000	28,174,000	34,045,000	—17.25	257,767,000	228,855,000	+12.63
Missouri	2	110,601,000	104,150,000	94,492,000	+10.22	666,857,000	593,399,000	+12.37
Montana	6	23,473,000	20,725,000	22,006,000	+20.94	127,553,000	123,894,000	+ 2.95
Nebraska	6	45,799,000	46,878,000	46,514,000	+ .78	260,861,000	237,880,000	+ 9.66
‡Nevada	5½	*	*	*	*	*	*	*
New Hampshire	4	12,222,000	14,461,000	13,506,000	+ 7.07	73,922,000	68,421,000	+ 8.03
New Jersey	3	124,947,000	120,953,000	110,365,000	+ 9.59	740,183,000	678,748,000	+ 9.08
New Mexico	7	21,115,000	21,560,000	19,410,000	+10.94	129,460,000	115,600,000	+11.98
New York	4	243,311,000	254,282,000	236,679,000	+ 7.43	1,491,579,000	1,380,831,000	+ 8.02
North Carolina	7	80,678,000	75,134,000	69,721,000	+ 7.76	530,544,000	473,315,000	+12.09
North Dakota	4	32,905,000	28,337,000	29,100,000	— 2.63	135,847,000	146,041,000	— 6.99
Ohio	4	202,472,000	209,656,000	187,759,000	+11.66	1,293,745,000	1,175,482,000	+10.06
‡Oklahoma	6½	*	*	*	*	*	*	*
Oregon	6	48,760,000	53,549,000	46,020,000	+16.36	286,606,000	268,437,000	+ 6.54
Pennsylvania	3	203,921,000	203,846,000	181,326,000	+12.41	1,264,308,000	1,169,593,000	+ 8.09
Rhode Island	4	15,168,000	15,666,000	14,492,000	+ 8.32	98,253,000	88,572,000	+10.93
South Carolina	**7	42,808,000	36,138,000	35,776,000	+ 1.01	266,165,000	240,245,000	+10.78
South Dakota	4	28,442,000	28,556,000	28,630,000	— .26	151,789,000	150,459,000	+ .95
Tennessee	7	58,362,000	62,325,000	52,364,000	+19.02	408,737,000	356,906,000	+14.52
Texas	4	260,761,000	254,738,000	254,361,000	+ .14	1,636,474,000	1,579,166,000	+ 3.62
Utah	4	19,532,000	20,161,000	18,323,000	+10.03	115,538,000	103,576,000	+11.54
Vermont	5	9,228,000	10,595,000	9,210,000	+15.03	53,931,000	51,610,000	+ 4.49
Virginia	6	74,136,000	75,209,000	66,231,000	+13.55	471,673,000	418,154,000	+12.79
Washington	6½	63,189,000	66,742,000	61,488,000	+ 8.54	374,283,000	350,966,000	+ 6.64
West Virginia	5	37,239,000	31,051,000	29,802,000	+ 4.19	211,361,000	202,742,000	+ 4.25
‡Wisconsin	4	*	*	*	*	*	*	*
Wyoming	4	13,825,000	16,470,000	14,969,000	+10.02	72,797,000	70,271,000	+ 3.59
Total 45 States and D. of C.		3,570,075,000	3,561,018,000	3,277,721,000		21,944,454,000	20,354,786,000	
Daily Average		119,003,000	114,872,000	105,733,000		103,312,000	96,013,000	
Change from previous year								
Total Change			+283,297,000			+1,589,668,000		
Percentage change in Daily Ave.			—8.64%			+7.51%		

* Not available at time of publication. Will be published in first int rim report.

** Tax rate increased one (1c) cent July 1, 1950.

† These are State tax rates per gallon. In addition there is the Federal tax of One and one half cents (1½c) per gallon.

‡ For May 1950—Oklahoma, 63,603,000 gal.; for June 1950—Nevada, 7,673,000 gal.; Wisconsin, 96,089,000 gal.

†† In general, these figures include all gasoline sold or consumed within the confines of the state, regardless of whether it was for a taxable or nontaxable purpose.

Comments from Readers

FROM: A. D. Dubuisson,
Wolverine Service Stations,
South Haven, Mich.

The NATIONAL PETROLEUM NEWS issue of Oct. 11 carried a letter from A. J. Fiore, President, Fiore Coal & Oil Co., Madison, Wis., with reference to your editorial on the article by Mr. A. L. Nickerson, marketing director of Socony-Vacuum Oil Co.

I was surprised at some of Mr. Fiore's statements. In my 35 years of experience in the oil business, I have watched companies such as Mr. Fiore's and many other jobbers grow to be real factors in this oil business. Truly, if methods of operation were half as serious as Mr. Fiore puts it, I'm sure that many of us jobbers would not be in business today, and I know that he has done a splendid job in Wisconsin—of course, realizing too that Wisconsin operates a lot differently than many other states do with respect to independent operations. And, if one will travel through Wisconsin, he will find that the Independents have been very successful and, as a matter of fact, the Independent brands are somewhat more popular than many of the major brands.

I would like to defend Mr. Nickerson's stand for this reason—that I think Socony-Vacuum entertains the idea of jobber operations far more successfully than many of the other major oil companies do, and, being a Socony-Vacuum jobber, I know from whence I speak. I agree with your editorial on the three items that were listed in your magazine of Sept. 20 with reference to jobbers' suspicions of integration. . . . (The three points of jobber suspicion referred to in the editorial were: 1. Selling commercial accounts at prices lower than those at which the jobber himself can buy from his own major supplier; 2. Lending or giving away equipment all out of proportion to the possible profit in an account; 3. writing station leases on a basis which does not allow a fair wholesale profit.—Editor's Note). While on this point, I marvel at the jobs that some of the integrated companies do in getting some individuals to sign leases; they get full control of the property that the people own themselves for 15 year periods without any privileges of cancellation. However, I do not feel that this is nearly as serious as some of the chiseling in prices that could happen, but in our experience, a little different than Mr. Fiore's. I found that chiseling is done more by the small Independent jobber than the major company. In my 30 years of experience in Michigan, we have never had any price difference with our major competitors and find that they seldom do this—only

CLASSIFIED

DISPLAYED: Advertisements set in special type or with border—$10.00 per column inch.
UNDISPLAYED: "For Sale", "Wanted to Buy", "Help Wanted", "Business Opportunities", Miscellaneous classifications set in type this size without border—25 cents a word. Minimum charge, $6.25 per insertion.

"Position Wanted"—10 cents a word. Minimum charge $2 per insertion.
Box number counts 2 words. Copy must reach us by **Wednesday** preceding date of issue.
All classified advertisements are payable in advance.
No agency commission or cash discounts on classified advertisements.

For Sale

FOR SALE

TANK CAR TANKS
FOR STORAGE

10—6,500-Gallon* Non-Coiled
Extra Heavy Plate
Above Tanks Suitable for Acid Storage

Coiled and Non-Coiled
Cleaned—Painted—Tested

7—8,000-Gallon* 25—10,000-Gallon*
1—4,500-Gallon*** 1 — 5,000-Gallon***
4—8,000-Gallon** 1 — 6,500-Gallon***

*—1 **—2 ***—3 Compartment Tanks

Some of the above tanks are located in Kansas and Texas

IRON & STEEL PRODUCTS, INC.
13456-A S. Brainerd Avenue
Chicago 33, Illinois

"ANYTHING containing IRON or STEEL"

For Sale

FOR SALE: 850 gallon, 3 compartment gas tank truck, 1½ ton 1945 Ford. Price $1000.00. **GRUBER AUTO COMPANY, 435 Wyoming Ave., Scranton, Pa.**

40 GAL. NACTO-PAK pump, meter and engine unit. Used only a few times. New value $510.00, price $385.00 or best offer. **DIAMOND OIL COMPANY, Marlboro, Mass.**

STEEL STORAGE TANKS
Railroad Tank Car Tanks
6,500 to 12,000-Gal. Cap.
Coiled and Non-Coiled
Cleaned—Painted—Tested
Heavier—Safer—Cheaper
Other Tanks Too
Also—Complete Tank Cars
8,000 and 10,000-Gal. Cap.
Your Inquiries Solicited
NEWHALL-MARSHALL-WOOD, INC.
30 Church Street
New York 7, N. Y.
Phone: COrtland 7-8090

Position Open

WANTED: General Manager with diversified experience and background in top management in wholesale business. Must be familiar with labor, credit, accounting, finance, real estate, transportation, purchasing and sales direction. College education and experience are necessary. Must be able to assume heavy executive responsibilities. **BOX 432.**

Positions Wanted

CHEMIST: M.S., 9 years experience research, development, technical service with lubricating oils, greases, additives and emulsifiers. Outstanding record. **BOX 433.**

WASHINGTON REPRESENTATIVE. Do you need a good man to get things done in Washington? If so, I'm your man. Experienced, mature and capable of accomplishing any legitimate objective. Fifteen years of oil industry background. Straight salary only. Top level references. **BOX 434.**

For Sale

ONE GOOD LOOKING 1060 gals. cap. Tank Truck. 4 Compartments. Equipped with Neptune meter, pump, reel, 125 ft. hose. Dodge 1937 chassis in A-1 condition. Write **P. O. BOX 364, KALAMAZOO, MICH. or Phone Kalamazoo 2-3725.**

when they are forced to do so by the hands of other people who think that they can do it secretly and sneak out a little farm business or a little service station business by a one cent discount. But you never can see a major oil company tank wagon driver trying this with the knowledge of the company.

And, as you know, we too operate our own stations and have run our own tank wagons and display our sign Wolverine Service Stations in every conspicuous place that we can. I think if you will follow Mr. Nickerson's articles, he has recommended this and having had experience with dealing with other major companies, I have found them as fair and square as any company I have ever done business with and I have found that they have always tried to make their policy fit the territory in which they operate.

Each year they have the dealers meeting for their jobbers and hold it in a very fine hotel and serve a splendid dinner and invite all the jobbers' customers and have a splendid program. I am positive that we would not enjoy the many privileges and pleasant relationships that exist at the present time if the Department of Justice would enforce a divorcement program. Furthermore, as you well know, I am not in favor of any socialistic experiments more than we have had, and as I said before, I think the jobbers have been fortunate, and I think the majors as well have done a splendid job with the handling of fast growing business such as ours has grown in the past 35 years.

From: Albert E. Blair
Compania Comercial Vacuum, S.A.
Mexico City

Thank you for the recognition given in your editorial in the August 9th issue of NATIONAL PETROLEUM NEWS to the very important contribution made by free enterprise to the increase in the standard of living of many of our neighbors. (The Aug. 9 editorial in NPN said that the oil industry should advertise the many things it has done for the welfare of the world).

This important contribution made over many years by American business, far outshines in amount and effectiveness the results which can be expected from the Point Four Program with its miserly budget, which is insignificant compared to the vast sums wisely invested in the past by firms with such well-known names as Singer, International Harvester, General Electric, Standard Oil of New Jerrey, General Motors, Socony-Vacuum, Ford Motor, Westinghouse, Colgate Palmolive-Peet, Procter & Gamble, Sears-Roebuck, and others.

The activities of these firms have given employment to many millions of the inhabitants of the countries where they have operated, and by their sale of good products, their fair dealings, their higher than average wage scales, modern methods of distribution and humane treatment of their employes, have raised the standard of living wherever they have gone.

In many cases the development of otherwise dormant, natural resources have created new wealth for those countries in wages, ralaries, royalties, purchases of native rupplies and payment of taxes to governments, with a very direct benefit to the communities in which they operate.

As a result of the activities of the companies mentioned, schools, hospitals, recreation centers, churches, highways, railroads, shipping lines, truck and bus lines, have sprung up to the eternal benefit of the regions they have peacefully invaded and developed.

It is interesting to note that with the possible exception of Henry Ford, these companies are not controlled by any one individual, family or small group of wealthy men. Their shares are owned by millions of American citizens, farmers, doctors, lawyers, mechanics, small and large business men, profesors, insurance companies, charitable and benevolent foundations, schools and colleges and today by many laboring people (over half of shareholders in the United States are women). They truly represent a real cross section of the American public.

It is but just that the results of their invested savings should be recognized as of great benefit both to the United States and to the countries overseas where these operations have been carried on, for it is chiefly by peaceful and constructive efforts, such as these, and not by the dole of government agencies, that the backward regions of the world will really be developed in ways which will bring blessings and benefits to all concerned.

Chassis, Wheel Bearing Lubrication Neglected at Stations, Oil Man Says

*By RALPH MATTHEWS

In January the writer had the pleasure of a 28-day cruise out of New Orleans. In that length of time and with such a relatively small group one gets rather well acquainted with fellow passengers. Thus opportunity was provided to pursue my favorite hobby, talking lubrication—particularly automobile greasing—with many of the passengers.

One old gentleman from Superior, Nebr., was 75 years old and had been retired for 25 years. His experience with driving automobiles went back to 1912. In those days not much attention was paid to lubrication, especially greasing which generally called for filling some grease cups with cup grease. Wheel bearings were no problem because four wheel brakes were not put into use until quite a few years after that.

Since then this gentleman and his wife have driven in every state but two and in all that time he has seldom had a solicitation for a grease job and never a request for cleaning and repacking wheel bearings. Of course many stations asked about adding oil to the crankcase and even changed it, but very few asked about greasing the car.

Until 1938 he never knew the front wheel bearings required periodic cleaning and repacking with wheel bearing grease. One bearing went out in that year and a cracked bearing was found in the other wheel bearing.

Now the car is taken to a service station at 1,500 or 2,000 miles so it can be greased—the oil drained and the crankcase filled with clean fresh motor oil. If it is desired to have the wheel bearings cleaned and repacked, he asks for the service.

Lube Sales Lesson—This should be an interesting lesson to those who operate filling stations. Evidently the profitable business of automobile greasing is not pushed by the average service station attendant. Also, practically no effort is made to secure business from customers on cleaning and repacking wheel bearings.

This is supported by the recent experience of a traveling salesman who drove 20,000 miles and of course stopped at many stations. He was watching to see if anybody would ask about cleaning and repacking the front wheel bearings. Not once was that question raised.

Another authentic instance is a motorist who evidently had not read the instruction book which came with his auto—further had not been solicited. Thus, he did not know wheel bearings should be cleaned and repacked with clean, fresh grease at regular intervals, until a bearing burned out.

Another gentleman who was on the boat was a retired teacher from Salt Lake City and had driven Buicks for many years. Evidently that agency had done a good job of selling him on their lubrication service. They kept a record of his car and checked with him when they thought he had driven about 1,000 miles so he could bring his car in for oil change and greasing. Wheel bearings were cleaned and repacked every 5,000 miles.

Some Solicit Business — One man who has a high class tailoring shop in San Francisco reported the service stations of most of the major oil companies were active in solicitation of grease jobs. He has been well sold on "Lubricate for Safety Every 1,000 Miles" so takes his car to his favorite service station regularly for complete lubrication. Wheel bearings are cleaned and repacked at approximately 5,000-mile intervals. If he does slip up, the service station attendant jogs his memory because he is right after lubrication work.

An attorney from Los Angeles maintains an automobile for his wife in addition to the one he drives. As many others do he has daytime parking in a downtown garage for his car. He leaves the lubrication to them and consequently gets service both on oil change and greasing right around 1,000 miles. They also watch other lubrication needs. The wife takes her car to a neighborhood service station to get gasoline. The attendants there keep a record and see that it is cared for regularly in all phases of lubrication.

Another gentleman owns and operates an orange ranch near Anaheim, Calif. In general, he takes his car to a service station when he feels it needs greasing. That is, between 2,000 and 3,000 miles. I was ready to point out the virtues of "Lubricate for Safety Every 1,000 Miles" when he told me he had a new cartridge put in the filter when the oil was changed. That would of course take care of oil for a longer mileage period, but it was pointed out that the car should be greased about 1,000 miles. He has wheel bearings cleaned and repacked at not over 10,000-mile intervals.

This automobile owner also reports that major companies are active trying to secure lubrication business at their service stations.

Sales Builder—One passenger had formerly been an oil distributor in Gary, Ind. He started in 1921 and handled his business so astutely that he was able to retire in 1946. In order to be sure greasing at his station was done absolutely correct, he did it himself until it became too large for one man. The station was near one of the steel plants and they were able to get customers to stop en route to work so somebody could go along and bring the car back for a grease job. The car was then returned to the plant. A lucrative greasing business resulted. This man confirmed the fact that his hardest job was to get his employes to go after grease jobs, especially cleaning and repacking wheel bearings.

One man from Milwaukee had what he called the "attitude of the average automobile driver." All he wanted was for the engine to start when the starter button was pressed down and that the car would run when the accelerator pedal was used. Lubrication was only considered and done when some alert service station attendant did a real selling job and was able to get possession of his car for a couple of hours.

As for cleaning and repacking front wheel bearings, that was not considered until a bearing burned out — or a service station attendant convinced him that it should be done at regular mileage periods, or at least once a year, for the average driver.

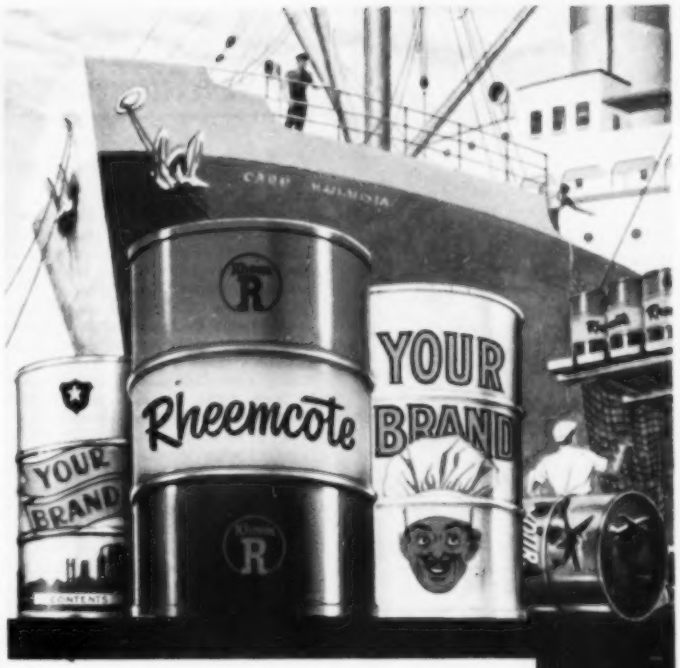
My experience in talking with these men confirmed my opinion that in general automobile greasing is badly neglected. Further, that front wheel lubrication receives very little attention. Those with lubrication facilities should renew their efforts to convince Mr. Average Auto Driver that periodic lubrication is absolutely necessary.

If such action is taken, the income and consequent profit should be more. In these days of increasing competition it surely seems good judgment for all concerned to push lubrication and greasing business.

* Formerly executive vice president, Battenfeld Grease & Oil Corp.

WORLD'S FIRST COMPLETELY LITHOGRAPHED AND INNER ROLLER-COATED 55-GALLON STEEL DRUM

Rheem R



BIG CONTAINERS NOW "TRAVELING BILLBOARDS"

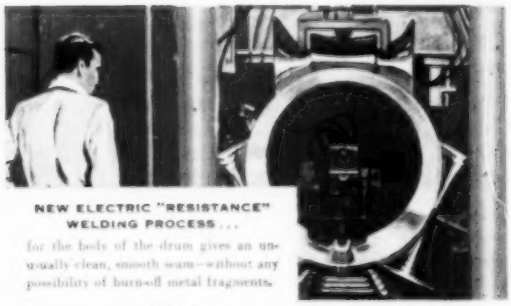
Consider the merchandising opportunities this remarkable new package presents! The durable and lustrous finish of Rheemcote drums, lithographed with *your* distinctive colors, trademarks and designs, will billboard your product and name before the eyes of the world.

SAFE AS A DRINKING GLASS

For products which are hard to contain, or those requiring an absolutely clean interior—special lacquers are applied to the prepared interior surface, then cured in a temperature-controlled oven.

ROLLER-COATING OPERATION...

applies the base coat to the steel surface, assuring positive adhesion for utmost resistance against weather and handling.



NEW ELECTRIC "RESISTANCE" WELDING PROCESS...

for the body of the drum gives an unusually clean, smooth seam—without any possibility of burn-off metal fragments.

After many years of research, the Rheem Manufacturing Company, world's largest maker of steel shipping containers, is proud to have developed the Rheemcote Process in this, its 25th year of service to industry.

For a *free*, descriptive, beautifully illustrated brochure on this important contribution to marketing—write or wire Rheem today.

Rheem R

RHEEM MANUFACTURING COMPANY
570 Lexington Avenue, New York 22, N. Y.
Plants and Affiliates Throughout The World

Rely on Rheem to Deliver Your Goods..and Goodwill

©1950

Ads Settle for 'Good Gasoline' Promise

A reaction to the so-called "superlative" gasoline advertising is setting in, with ads of several companies now playing down the "super-power, super-performance" approach.

California Oil Co., for example, recently ran a half page ad in the *Boston Herald* pointing out that good gasolines don't need the support of flashy advertising to win customers. In large type, the ad asks: "What's Become of the Cosmic Punch?"

Copy tells the story of a prize-fighter who developed a "cosmic punch" and a "dynamic stance," a supposedly unbeatable combination that was knocked into obscurity by "just one ordinary, old-fashioned swing of Joe Louis' right hand."

Calso applies the moral by observing that "champions don't need gimmicks . . . we refuse to take any Dynamic Stance and brag about the way molecules have been re-arranged by cracking to produce Calso." Ad copy explains "There isn't any other way to make a gasoline that will give you the maximum in efficiency, mileage and economy, so why pretend it's an exclusive process?"

Ad also states that "you won't catch us prating about octane. To claim that your octane is higher than that averaged by a number of brands is no more than so much razzle dazzle." However, the ad notes: "We know that Calso gasoline is good—that it's better than most and surpassed by none . . ."

Ad is full-page in depth, half-page wide, without illustrations. Final paragraph reminds readers that Calso is distributed by "one of New England's oldest and largest Independents—the Lincoln Oil Co." (Boston distributor).

Just Good Gasoline — This past summer Naph-Sol Refining Co. of Muskegon, Mich., has conducted a newspaper, outdoor poster and point-of-sale promotion campaign based on the theme that regardless of advertising claims, "no 'gas' will give an engine more power than was built into that engine by its designers." Campaign pushes the company's Zephyr brand regular and premium gasoline.

The Naph-Sol campaign is essentially a "debunking" drive, and is so described by the company. Using humorous cartoons, the advertisements make fun of other "extravagant" ads by telling motorists:

"No uranium, baloneyium or atomic pandemonium is concocted by Zephyr scientists (formerly called oil men) to jet propel your auto . . . Zephyr's scientists confess they are still using the old-fashioned basic ingredient for good gasoline . . . the world's finest crude oil . . . let's face it folks, all you need to power that family

THROUGH THE COURTESY OF CARLILE'S SERVICE STATION, THE FOLLOWING FREE SERVICES WERE CHECKED WHILE YOU WERE EATING.

WINDSHIELD CLEANED	(X)	
FLOORS BRUSHED OUT	(X)	
BATTERY WATER	(X)	O.K.
CUSHIONS VACUUMED	(X)	

PRESENT TIRE PRESSURES RF(25) LF(26) RR(25) LR(29)

IF YOU WOULD LIKE TO HAVE YOUR TIRE PRESSURE ADJUSTED, DRIVE IN AND WE WILL BE GLAD TO DO IT FOR YOU.

THANK YOU

COURTESY CARD used by Tulsa Service station for placing under wiper blades of parked cars. Station normally uses cards for cars of motorists who have parked in station's lot while dining in restaurant across street. The "X's" in parentheses, the "O. K." to right of battery water line, and the figures showing tire pressure represent typical penciled remarks by dealer. Cards are 4 x 2½ in. and mimeographed

limousine or 'struggle buggy' is just good Zephyr gasoline!"

Naph-Sol, which markets in western Michigan and northeastern Wisconsin through jobbers, supplied dealers with two eight-foot station banners showing a cartoon figure waving motorists in. Each month, the company sent pre-prints of the newspaper series to dealers with instructions to display them according to an enclosed publication schedule. A direct mail bulletin and flyer were also sent to dealers each month describing the company's outdoor and newspaper advertising.

Reprints of early ads in the campaign were mailed to more than 300 businessmen in Muskegon and in Green Bay, Wis.

The company maintains that its ads help slow down development of an "octane war," and also help reduce refining costs by educating motorists to the effect that most automobiles require "just regular grade gasoline."

Asks Employe Opinion

Canadian Oil Companies, Ltd., is sending employes questionnaires asking for comment and criticism of the company's employe publication, *White Rose News*. Company says it has "no preconceived ideas for improvement," and welcomes all suggestions.

Newsboy Salesmen

Cities Service Dealer reports a case of a dealer whose "accent on youth" brought him new, lasting customers. He read an article which pointed out that newsboys with home newspaper routes are "young businessmen who are doing a remarkably good job in promoting their newspaper's interests."

The dealer wrote to the circulation manager of the newspaper in his city and offered to give each newsboy with a route in his area a flat sum for every customer sent to his station, and who remained a customer for six months, making some purchases each week.

The dealer calls the plan a "big success." He notes that some of his best customers were sent to him in this way.

Pictures of Profit

The September issue of Union of California's dealer publication, *The Minute Man*, devotes six full pages to the results of the company's recent Triton Phantom Contest pushing motor oil rales. The contest (see NPN April 26, 1950, p. 11) rewarded dealers with cash when they checked the dipstick of "phantom" cars.

The six pages have 31 illustrations of dealers and service stations, showing operators in various stages of checking oil. Captions with the pictures summarize sizeable sales gains made by the dealers during the contest period.

Spokesmen for Oil

Sun Oil Co.'s employe publication, *Our Sun*, (Autumn, 1950, issue) carries a four-page article urging employes to learn the facts about their company and then to relay them to "critical" friends.

Cartoon - illustrated article by Franklyn Waltman, Sun director of public relations, reviews attacks by the Justice Department against Sun and other oil companies. It then points out that employes can get the necessary information about their company from:

1. Sun annual report.
2. Company house publications—*Our Sun* and *Sun News*.
3. Tours of Sun refineries, offices, bulk plants, pipe line pump stations, and oil field installations.

Mr. Waltman concludes: "Whatever we do, each of us should speak up for our company and the oil business whenever we get the chance."

Replace old worn-out consumer equipment with a—

TOKHEIM

Power-Pump

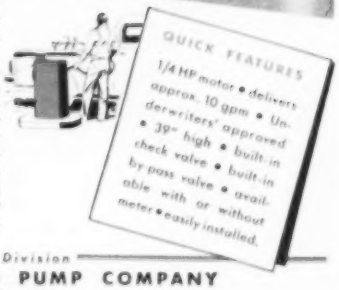
AN ELECTRIC PUMP FOR FARMS, INDUSTRY AND GENERAL CONSUMER USE

HERE'S an excellent opportunity for oil companies to increase consumer and industrial business.

By replacing obsolete equipment with compact low-cost electric Tokheims, you'll make *new* friends and customers — and assure the continued patronage of present buyers. They appreciate the greater safety, greater economy, greater convenience that a Tokheim Power-Pump affords.

While boosting sales, you'll also realize substantial savings. A Tokheim Power-Pump installation usually permits delivery of larger gallonage per stop — and that means fewer stops per customer. It also may eliminate expensive maintenance of obsolete equipment.

For complete information on this amazing low-cost pump, contact your Tokheim dealer or write factory direct.



General Products Division

TOKHEIM OIL TANK AND PUMP COMPANY

FORT WAYNE 1, INDIANA

Factory Branch: 1309 Howard Street, San Francisco 3, California

YOU'RE BACKED BY A *PROFITABLE LINE* OF

Ashland and VALVOLINE

PRODUCTS

Ashland and Valvoline are perfect teammates, the ideal profit pair. Ashland supplies Flying Octanes, finest catalytic gasoline; also diesel fuel, domestic and industrial fuel oils, kerosene and bottled gas. Now available to all our jobbers and dealers is VALVOLINE, world-famous motor oil, made from 100% pure Pennsylvania crude; also Valvoline and Ashland fine greases and lubricants.

Write for complete details of our Ashland Flying Octanes program, or our Independent Quality Service plan for private-brand jobbers.

Ashland Oil & Refining Company

Home Office: Ashland, Kentucky

614 Park Bldg.
Pittsburgh, Pa.

2500 Broadway
Evansville, Ind.

1013 Federal Reserve Bank Bldg.
Cincinnati, Ohio

Rural Route #4
Paducah, Kentucky

Standard Bldg.
Cleveland, Ohio

5 East Main St.
Nashville, Tenn.

3005 Dumesnil St.
Louisville, Ky.

Lee & Jesse Sts.
Toledo, Ohio

PRODUCING · TRANSPORTING · REFINING · MARKETING

CALLING CARD of A. S. Turner, Gulf consignee at Chestertown, Md., mixes interest in coming fall elections with humor, as a means of pushing company products. Card is printed in orange and blue

Cards and Blotters

A. S. Turner, Jr., Gulf consignee at Chestertown, Md., is getting his name before prospective customers through use of two pieces of printed material.

One is a calling card (see reproduction above).

The other is a 6 x 3 in. blotter whose purpose is to build good will by pointing out the importance Mr. Turner attaches to his customers and how he feels they should be treated. In addition to giving Mr. Turner's name, address, telephone number and the brand he distributes, the blotter asks (in large type):

"What is a Customer?"

Definitions given are ascribed to "author unknown." They read: A customer—

1. Is the most important person ever in this office. . .in person or by mail.

2. Is not dependent on us. . .we are dependent on him.

3. Is not an interruption of our work. . .he is the purpose of it. We are not doing him a favor by serving him. . .he is doing us a favor by giving us the opportunity to do so.

4. Is not an outsider to our business. . .he is part of it.

5. Is not a cold statistic. . .he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.

6. Is not someone to argue or match wits with. Nobody ever won an argument with a customer.

7. Is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

Sales Message Translated

Pennsylvania Grade Crude Oil Assn. has had published in Spanish, French and Portuguese a booklet comparing Pennsylvania motor oils with competitive products. An Italian edition will be printed in Italy, while an English edition has been distributed for some time. The booklet is entitled: "Facts and Figures That Prove the Superior Quality of Pennsylvania Oils."

Which® LIFT-GATE Type will cut YOUR Costs Most?

ANTHONY ALONE GIVES YOU A CHOICE...

SAVE HANDLING TIME

GENERAL PURPOSE TYPE Gate used with or without DETACHABLE ramp for general commodity handling (diapers to dynamite)...Level Lift"... Safety toe clearance... Non-Slip surfaced aluminum alloy gate floor. Choice of New Spring "Powered" or "Hydro Power" closing.

SPEEDS UP DELIVERIES

RAMP TYPE has ramp attached for wheel-on loading of bulky items. Anthony "Lift Gates" can be stopped at any elevation. Exclusive safety features, speed, and light weight identifies the Anthony Lift Gate. Choice of New Spring "Powered" or "Hydro Power" closing.

STOP DAMAGE, ACCIDENTS

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Type T-50 meter with printing register and quantity control valve

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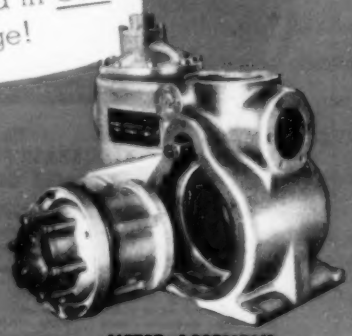

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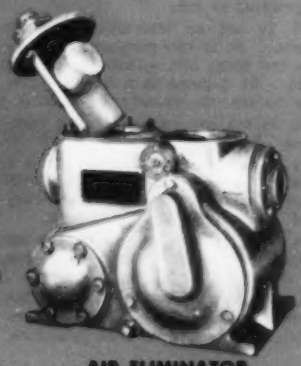
The Rotocycle meter unit can be pulled intact from the meter body as shown. Outside adjustment feature simplifies calibration.



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CLEVELAND NEWS

CITY EDITION

THUNDER ON THE HIGHWAYS

SPEEDING FREIGHT GIANTS OF ROAD BECOME COMMUNITY NIGHTMARES

Allies Capture Eastern Half of

Trucks Paralyze Traffic, Wreck Streets, Bridges

This reproduction of page one of the Oct. 19 *Cleveland News* is an example of how campaigns against trucks are magnified

Growing Attacks on Trucks Can Be Dealt Heavy Blow with Ammunition Available

Attacks on the nation's trucking industry, some of which single out the oil industry's tank trucks, should receive the attention of most oil men. Truckers are being condemned as highway killers and road destroyers. They are accused of being able to survive only through generous subsidies paid for by the public. However, accurate figures on safety and highway user taxes show the opposite to be the case. This article was prepared to tell oil men that they can obtain the proper ammunition to refute most of the attacks.

By HOLGER RIDDER

Transportation Editor

Highway engineers concede that highway deterioration is due to three primary causes: (1) weather conditions; (2) abuse and/or overloading; (3) improper design or construction.

Yet, whenever anyone discusses the breaking up of highways, they point an accusing finger at the trucking industry. Right now these campaigns against trucks are at a new high. And to lend a little more sting to these harangues, trucks are accused also of:

1—Being a menace to the safety of other vehicles;

2—Failing to pay their fair share for the highway facilities they use (and abuse), thus, in effect, accepting a subsidy from the public treasury.

While these attacks are aimed primarily at the trucking industry, the oil industry's stake in the fight is high. Not only do oil companies operate their own fleets and employ oil transporters, thereby being vulnerable to the effects of any restrictive truck legislation resulting from these campaigns, these same companies supply the fuel for trucks.

But what can be done to counteract these bombardments of falsehoods, half-truths and misleading implications?

The answer lies in two fields—public relations and the truck operation itself.

Through public relations every one of these attacks should be answered completely and with vigor. These answers must be supplemented by visual demonstration through operation practices in such a manner as to support conclusively the facts distributed through public relations. And, in so doing, it is well to keep in mind where these anti-truck campaigns originate and why.

Railroads are fighting the trucking industry in about the same manner the canal and wagon owners fought the railroads 100 years ago. The Brotherhood of Locomotive Engineers has been waging an attack against oil transports by seeking state legislation to restrict hauling of gasoline and other explosive materials over public highways. In their campaign they describe gasoline trucks as "a fiery menace" at railroad crossings, and they say trucks pound away the highways paid for by the overburdened taxpayer, and jeopardize "the taxpayer's very life."

Politicians find the situation perfect for demanding increased highway user taxes and to introduce restrictive truck legislation, either to get votes or to appease the demands of certain private interests.

Newspapers have dumped into their laps some "good lively material" on which to base a campaign in the interest of what they mistakenly term "the public interest."

Taking the three main themes of attack used in most of the anti-trucking campaigns, and analyzing them one by one, NPN comes up with these facts, opinions and suggestions.

Do Trucks Break up Highways?

The *Cleveland News* in a series of articles (see illustration above), for example, declared in its opening blast against truckers: "They (the trucks) are smashing roads to pieces, destroying bridges. They are irritating, frustrating and paralyzing traffic. They have become frightening nightmares to ordinary motorists."

The entire first article conveys the idea that, over-all, the whole trucking industry is the sole cause for the current physical condition of the highways. Not until its second article does the *News* get down to what constitutes a legitimate complaint—violations of the weight law and deliberate overloading of trucks. And not until the very end of the second article does it come out with this statement:

"Highway commissioners in all states are generally agreed that deliberate overloading of 'highway boxcars' is responsible for pounding their highways to pieces."

Overweight vehicles are cited as the only cause of highway damage

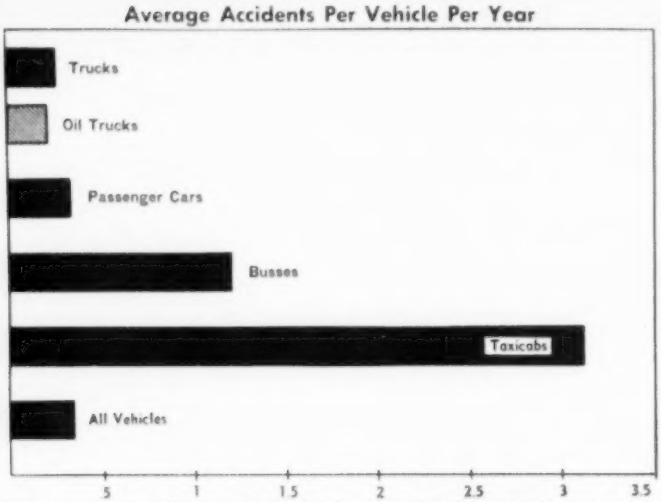


Chart prepared by NPN from National Safety Council and motor vehicle registration figures

whereas highway engineers say that highway break-up is caused also by such factors as weather, increased traffic of all kinds and obsolescence.

Saturday Evening Post, Sept. 16, in an article, "Are Trucks Destroying Our Highways?" by David G. Wittels, declares:

"Commissioner (Thomas H.) MacDonald (U. S. Commissioner of Public Roads) points to a 30-mile stretch of concrete highway in Missouri which was 'in excellent condition' until the main stream of Chicago-St. Louis traffic was temporarily routed over it. After up to 1,500 trucks per day pounded it for six months, it was so broken up that a makeshift patching job cost $150,000.

"A county road in northeastern Maryland was rated 'in good shape' when floods on a main highway forced it to bear a heavy traffic of huge trucks for 24 hours. At the end of those 24 hours this road was 'all but demolished.' In another part of Maryland, long-distance trucks were detoured over State Road 12 while their usual route was being repaired. Engineers had figured the road should last another 10 years. After a couple of months of heavy truck traffic, it was 'broken to bits'."

This raises two points:

1—Since the roads mentioned by *Saturday Evening Post* were not main arterial highways and probably were built years ago, isn't it likely that they were not designed or constructed to carry either the increased traffic or the load of trucks—even if those trucks were within state limits?

2—It is another example of how our highway system has not kept pace with our transportation needs. Our highway transportation needs have expanded greatly, and in so doing they have extended out from the main highway to serve the farmer on a county road and the community on a secondary state road. From the examples cited by Mr. Wittels, support is lent to the contention that the highway system has not progressed apace with highway transportation requirements.

This is born out by Russell E. Singer, executive vice president, American Automobile Assn. In a speech given Oct. 24 before the AAA convention in New York, Mr. Singer says in part:

"Even this staggering burden of taxation (about $4,250,000,000 for 1950) might not be so bad if motorists were getting full value for the tax dollars paid in. But the motorists are not getting full value. . . . At a time when motor vehicle tax collections are at an all-time high peak, we find that highway programs are falling behind; congestion gets daily worse; parking problems remain unsolved; accidents take a toll of more than 30,000 lives annually, and the usefulness of the passenger car is hampered and hamstrung by the lack of adequate facilities. . . ."

These additional facts should be considered:

Much of our highway system was built in the early 30's and still is in place. These roads were intended to withstand axle loads up to 18,000 lbs. and at that time only about eight axles in each 1,000 carried loads above that. Today 86 trucks of every 1,000 are above that figure and truck traffic volume has increased about 30 times since then.

Trucks have business that takes them off the main rural roads, therefore the need for better highways in these areas is indicated, yet stress today is placed on super highways and through turnpikes. Also, of this country's more than 8 million trucks, about 2 million, or 27%, are owned by farmers.

Better and larger trucks have been built because the demand for them was there, therefore doesn't it follow that better highways be provided to fit the needs of both trucks and other vehicular traffic?

National defense requirements must also be considered in the highway problem. Public Roads Commissioner Thomas H. McDonald has stated:

"The minimum requirements of structural and capacity design of major routes to serve national interests must be equated to the foreseen needs of the national defense. Thus the question of whether the highways could be built at less cost if there were no heavy trucks becomes largely academic . . . ."

And currently there is talk that the military would like to see arterial highways designed and constructed to carry safely 100 ton loads.

Can highways be built economically to withstand these loads? One member of the Asphalt Institute reports that his company took part in the construction of runways at one airport where the runways were designed and built to carry the equivalent of a 37,500 lb. axle load, more than double the 18,000 lb. limit for which 1930 roads were constructed. And the cost of building this runway was not appreciably higher per cubic yard or square foot than for constructing a highway to meet current 18,000 lb. axle weight requirements.

Though it may be desirable for the trucking industry to promote the idea of building highways to take larger and heavier trucks, any such effort, it seems, must be tempered until the trucking industry, with the aid of enforcement authorities, can eliminate from its ranks those who consistently violate weight, size and speed laws. And it should endeavor to show that if roads are built to take 25,000 lb. axle weights, that many in the industry won't try to slip by police with 35,000 lb. axle weight loads.

Though it may hurt some, perhaps the trucking industry itself should lend support to more strict enforcement and stiffer penalties where weight and traffic violations are encountered.

In brief, probably the wisest course of action for the trucking industry would be one of helping to eliminate from their ranks the constant offenders who are giving the entire

industry a bad name and jeopardizing its whole future.

Safety Record of Trucks

Much has been published and said about trucks as a menace to highway safety. Figures have been published to point out that in 1948 trucks had 2,600,000 accidents and one out of every three trucks had an accident that year. Statistics may even substantiate these statements. The danger lies in the fact that these figures alone are enough to frighten any motorist or anyone else. However, when compared with the overall safety picture of all vehicles on the highway, the trucks will hold their own on past performance.

For example, from National Safety Council and truck registration figures, the statistics shown in Table 1 (and in the chart on p. 58) have been compiled and speak well for trucks:

Interpreted another way, these figures show that in 1949:

Passenger cars averaged one accident every 3 years, one month and 24 days;

Trucks had an accident every 3 years, 7 months and 24 days;

Busses had an accident every 10 months;

Taxis had an accident every 3 months and 25 days.

Oil company trucks averaged an accident once every 4 years, 5 months and 3 days.

That hardly stacks up to what the *Cleveland News*, and other sources point to as "giants of the highway who killed people and cripple others."

But since these charges are being made, the trucking industry should refute them publicly. In addition, truckers can help overcome public ill will created by such charges by their behavior on the highways. Safety and accident prevention programs and a policy of highway courtesy can do much to support the good statistical safety record of trucks.

Do Trucks Pay Their Way?

National Highway Users Conference provides the best ammunition to answer these charges. For example:

Since 1921 highway users have paid $23,756,572,000 in state highway use taxes alone because of their use of highways.

In one recent year—1948—almost $3 billion was raised for highway purposes in the U. S. Of this 61.8% was paid by highway users in state highway "use" taxes alone (in 1921 this percentage was 11.7%).

That same year (1948), property and miscellaneous taxes—paid by other beneficiaries of good roads—amounted to 21%. (This compares with 73% in 1921).

"Use" taxes paid by car, bus and truck operators amounted to $4,259,211,000, while their general tax payments exceeded $1,660,000,000 not including personal or corporation income taxes, social security taxes or taxes paid by manufacturers of automotive products or auxiliary services.

The 7,227,380 trucks operated in 1948 made up 17.6% of all vehicles registered but paid 32.3% of all highway use taxes.

Other similar data are available from National Highway Users Conference in Washington.

The ammunition to fight these unwarranted attacks on trucks is available. To use this ammunition effectively, it must be well aimed, fired often and followed up by exemplary behavior on the highways and city streets.

Table 1

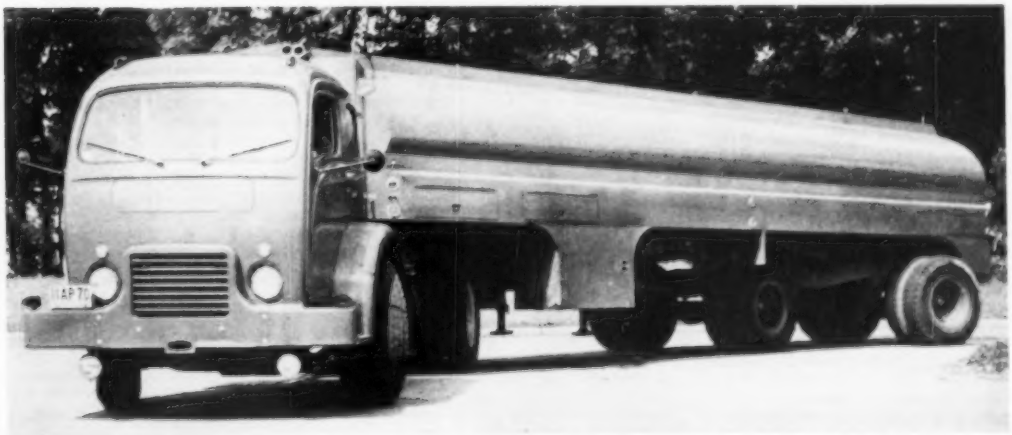
1949 Truck Accident Breakdown

Type of Vehicle	Number of Accidents	Ratio of Accidents to Vehicles	Accidents Per Vehicle Per Year	% of Total Vehicle Registration	% of Total Number of Accidents
Passenger car	11,500,000	1 to 3.16	.317	81	80.1
Trucks	2,260,000	1 to 3.65	.274	17.9	16.3
Busses	250,000	2 to 1.68	1.2	0.17	1.7
Taxis	250,000	4 to 1.32	3.13	0.17	1.7
Motorcycle	90,000				
Other types	80,000				
	14,350,000				

Oil Company Vehicle Accident Breakdown

All vehicles	14,500	1 to 4.88	.204	0.9	0.1
Trucks	8,270	1 to 4.43	.226	0.4	0.05

Boosted Capacity Tank Truck to Be Demonstrated at API



TANKER DEMONSTRATION—A tractor with a 6,800-gal. tank trailer, designed to meet legal limits in states where the bridge formula is used and in states where axle weights and distance limits are established, will be demonstrated at the API annual meeting in Los Angeles Nov. 15-16. Because of design, weight distribution and change in axle spacing, this unit is reported to have boosted its legal capacity by 1,000 gals. The tractor is a White 8000; the tanker was designed by Penn Furnace and Iron Co., using a Hoobler undercarriage and trailer

Dakota Jobbers Are Promised Fuel Oil To Meet Demands of Regular Customers

By LEONARD CASTLE
NPN Staff Writer

ABERDEEN, S. Dak.—Jobbers in South Dakota believe they'll have adequate supplies of fuel oil this winter to serve their regular customers as well as new home heating consumers who are being added. But their supplying companies are advising them not to take on any large new accounts, such as office buildings, which in the past have been buying on a spot price basis and now "are looking for a safe place to land where they can be assured of a constant source of supply."

This picture of the fuel oil supply situation emerged from the answers to questionnaires sent all South Dakota jobbers by J. E. Adrian, executive secretary, and discussed at the 32nd annual convention of the South Dakota Independent Oil Men's Assn. Oct. 24-25. Visiting jobbers from North Dakota and Minnesota reported that the same situation applied generally to their states.

Consensus of the jobbers present was that in these days of constantly growing threats of governmental control, refiners realize they cannot permit a serious shortage of fuel oil to develop and therefore are maximizing yields of fuel oil at the expense of gasoline.

Supplying companies have given assurances that the jobbers will receive all the supplies they need for their regular customers and have told the jobbers they can take on a normal increase in new home consumers of fuel oil. In other words, no one who has built a new house during the past year or converted to fuel oil will be deprived of adequate supplies.

But the supplying companies are asking that the jobbers confer with them before adding any big new commercial accounts. The feeling is that if such a consumer has been a price buyer in the past, without adhering to the regular source of supply, he should await his turn in obtaining products during a period of possible shortage.

The association elected S. L. Hjermstad, Hjermstad Oil Co., Wallace, as president to succeed Jess Taylor, Taylor Oil Co., Sioux Falls.

Bulk Plant Panel—Highlight of the convention was a panel discussion on "Bulk Plant Operations" presented by a group of jobbers from the Northwest Petroleum Assn. The panel first was presented at Northwest's summer conference in Duluth last June and proved so successful that the members were invited to appear at the South Dakota meeting.

Members of the panel were John Decker of Becwar-Cedarstrom Oil Co., Minot, N. Dak.; Myles Hall of the Como Oil Co., Duluth; B. A. Brokaw, director of the Petroleum Division, Minnesota Department of Taxation; C. H. Arnold of Haggart's Service, Inc., Fargo; and H. F. Horning, secretary of the Northwest association, substituting for A. F. Podvin of Northwestern Oil Co., Superior.

Plant Layout—Mr. Decker, discussing "Bulk Plant Layout," suggested that "when adding new storage to your present tanks consider switching the product around so as to get the best use of all of your storage, but at the same time try to arrange for the lighter products in the new tanks and fuels (heavier products) etc., in the older or poorest tanks to hold down some product loss."

"In remodeling, as well as building new plants, consider the advantages of meters, larger pumps, larger lines and better layout to increase your efficiency," he said. "Just because a driver delivered 300,000 gals. several years ago and does twice as much today with a larger truck, power take-off, etc., is no reason he is doing the best job. If you don't find a way to cut expenses your competition will.

"In regard to layout of warehouses and loading docks, you may want to check to see if one truck loading blocks another truck from getting into a dock or door, or possibly a transport unloading ties up your plant in some way. A good idea before any remodeling or new layout is set up, is to cut the proposed plant, tanks and trucks out of cardboard to a scale and move them around on the plotted area for a while. Live with it on paper until you are sure it is what you want."

Truck Deliveries—Mr. Hall, discussing "Delivery Truck Operations," declared that the jobber cannot afford to permit the cost of delivering fuel oil to consumers and gasoline to service stations to go higher than .075c per gal.

To keep costs below this figure, he suggested that the jobber have his fuel oil deliveries lined up for the day before the driver reports for work. The truck already should be filled so the driver can leave immediately on his route. To make this plan function efficiently, the drivers' starting times should be staggered. The drivers should operate on specific routes planned to eliminate any overlapping or backtracking. By all means, Mr. Hall said, the jobber should install the degree day system for all fuel oil accounts. Trucks should be kept in the best state of repair and should be serviced regularly.

Stock Loss Control—Mr. Brokaw outlined a six-point program for adequate stock control:

1. The jobber should determine that the material he receives is the quantity for which he is billed.
2. Make an accurate record of all receipts whether taxable or non-taxable.
3. Take an accurate measurement of the contents of each tank or other vessel in which you store petroleum products at the end of or the beginning of each day's business.
4. Take accurate meter readings of all disbursements, making a book record of these readings.
5. Keep an accurate daily record of all sales and disbursements.
6. At the end of each day, or at the end of the week, and at the very outside the end of the month, make a reconciliation of receipts against your sales and disbursements and your inventory on hand.

Civic Co-operation—Mr. Arnold declared that in order to be successful, the jobber must put as much, or more, into his community than he takes from it. He should welcome all opportunities to serve his community, his church, civic organizations and schools. It is the little things that make a business successful, Mr. Arnold said. These include such matters as maintaining clean restrooms and having attendants neat, clean and polite.

Members of the South Dakota Independent Oil Men's Assn. voted to pay their share of maintaining the Washington office of the National Oil Jobbers Council.

Resolutions—The association adopted resolutions supporting the program of the South Dakota Highway Users Conference; asking that all supplying companies bill their jobbers on the volumetric system rather than temperature correction; urging enactment of a petroleum lien law by the 1951 legislature; and offering their services on any rationing or price control committees that might be set up by the federal government.

Ellis Tells Alabama Jobbers He Seeks More Defense Roles for Independents

By FRANK C. STURTEVANT
NPN Staff Writer

MONTGOMERY, Ala.—Seeking adequate representation for the oil jobbers of the country on industry advisory committees involved in the defense program will be one of the chief concerns of Otis Ellis, new Washington representative of the National Oil Jobbers Council. This and other objectives were outlined by Mr. Ellis in a talk before the Alabama Petroleum Jobbers Assn. convention Oct. 25.

He said that efforts to secure such representation will get a better hearing if jobbers see to it that they always take a vigorous part in the work of those committees to which appointments are obtained. There has been some mild criticism of lukewarm follow-up on the part of some oil jobbers in the past, he said.

In general, the attitude of oil jobbers in matters of federal legislation, and before departments of the federal government, can and should be one of co-operation with the major oil companies, said Mr. Ellis. Usually what is good for supplying companies, is also good for jobbers, he observed, but if the time should come that major oil companies pursue a course harmful to jobbers, then there should be no hesitation in seeking relief. If self preservation for oil jobbers cannot be had without drastic remedies, then they should be sought with vigor, he said.

Tom Jones, head of the Bama Oil Co., Pan-Am jobber of Montgomery, was elected president of the association. He succeeds Paul D. Gray, Gray Oil Co., Atmore.

Speaker from Georgia—In a brief talk, Walter McKee, executive secretary of the Georgia Oil Jobbers Assn., described the growing influence of the Georgia association in state affairs affecting the oil industry. As a representative of the Georgia jobbers, Mr. McKee now heads the conference of Georgia highway users, and as such meets with a committee which includes the governor, to consider highway development and other matters related to roads.

The Georgia jobbers have been and will continue to push an anti-diversion amendment, said Mr. McKee.

Among other things the Georgia association has twice passed resolutions condemning the practice of selling at one tank wagon price to all buyers, including small dumps to farmers and commercial accounts. On each occasion, said Mr. McKee, letters to major oil companies operating in Georgia telling them about the association attitude have remained unanswered.

Reclaimed Oil Worry—Georgia jobbers are also concerned about the increasing sale of reclaimed or refined oil on which no federal tax has been paid, and Mr. McKee said there is some sentiment for legislation subjecting such products to the tax, or requiring that they be prominently labeled as reclaimed oil. In most communities, he said, crankcase oil, which is the raw material for the reclaimed oil marketers, cannot be dumped into sewers because of fire hazard. He suggested that service station operators be advised to dispose of crankcase oil to municipalities to be used for dust laying purposes.

Will Back Ellis—Prior to the appearance of Mr. Ellis before the Alabama convention, the directors of the Alabama association underwrote Alabama's share of the expense of maintaining a Washington representative for the National Oil Jobbers Council.

In addition the Alabama convention adopted a resolution pledging support of the state gasoline tax division in its efforts to tighten and improve administration of the gasoline tax laws. In another resolution the Alabama group went on record as opposing any further increases in gasoline taxes. A third resolution urged passage of legislation giving oil jobbers of the state just compensation for acting as collectors of the gasoline tax.

A final resolution called upon major oil companies to recognize the inadequacy of present jobber margins to compensate for the effect of inflation on jobbers' costs, and to finance expansion.

Arkansas Jobbers Told Controls Ahead

LITTLE ROCK, Ark.—Recent tightening of governmental controls "is only a pale shadow of what lies ahead," Otis H. Ellis, Washington counsel for the National Oil Jobbers Council, told the annual convention of the Arkansas Independent Oil Marketers Assn. Oct. 24, the day before he addressed Alabama jobbers in Montgomery, Ala.

"There will be much more belt-tightening and in some instances the belt will be tightened to the point of strangulation," warned the young Tennessean with a background of civilian legal work and service with the OSS in World War II. "Impending austerity measures are necessary if this country of ours is to accomplish the mobilization which has been forced upon it.

"Our one hope is that the (petroleum) industry will be represented so that the matter does not get completely out of hand," he said. The petroleum industry already has achieved one objective by helping get the PAD (Petroleum Administration for Defense) established, Mr. Ellis said.

The association elected B. Bruce Cook, of North Little Rock, president to succeed R. H. Green of Little Rock.

Convention Speakers—Fundamentals of selling, particularly to customers in their own communities, were stressed by W. D. Cross, Fort Worth division manager of Sinclair Refining Co. He urged that jobbers take advantage of every opportunity to participate in community activities. He closed with a statement that he wanted "to congratulate you on the fact that in your operations you are permitted to use the word 'Independent.'"

H. C. Packard, secretary of the Loss Controls Committee for Shell Oil Co., New York, revealed results of long-time experiments which proved conclusively many industry savings which can be accomplished by using new methods developed during recent years.

Other convention speakers were Joseph Hardin of the Arkansas Farm Bureau Federation and Ed Hartman of Chicago, special counsel for the National Tax Equality Assn.

The association membership ratified the action of its directors in accepting its full assessment for financial support of the national council's Washington office. A resolution put the association on record as opposing any increase in the Arkansas gasoline tax next year.

Wyoming Jobbers Oppose Gasoline Tax Increase

CASPER, Wyo.—Wyoming Oil Jobbers Assn. went on record as being opposed to any increases in taxes—including state taxes on gasoline, and oil severance taxes—at a statewide meeting Oct. 24.

Jack Mabee and C. N. Luttrell were appointed delegates to the National Oil Jobbers Council meeting in Chicago Nov. 2-3. Mr. Mabee, of Cheyenne, who serves as chairman of the state legislative committee, was instructed to work with the state legislature and keep jobbers informed of legislation affecting them. Mr. Luttrell, of Greybull, was named chairman of the membership committee, and Robert Cox, of Cheyenne, was appointed chairman of the program committee.

Association president is George L. Girard of Riverton.

ABOUT OIL PEOPLE

INDIANAPOLIS CONVENTION of the Indiana jobbers finds (left to right): R. J. "Bob" Rogers, Guarantee Oil Co., Indianapolis; R. R. "Bob" Moore, association secretary; and F. W. Van Fossen, Reliable Oil Service Inc., Indianapolis, meeting under the oil progress billboard

TALKING THINGS OVER before the Indiana Independent Petroleum Assn. meeting recently are (left to right): Oscar Mutti, Socony-Vacuum, Bremen, Ind.; H. M. Clark, Clark Oil Co., Crown Point, Ind., and Gil Imse, The Heil Co., Milwaukee. Standing is C. L. Klock, division manager of Shell Oil for Indiana and Kentucky

John M. Gardiner has been elected president of Republic Oil Refining Co. Mr. Gardiner has been acting president of the company since the death of W. E. Huston.

* * *

William Naden, Esso Standard board member and general manager of manufacturing, has been elected a vice president of the company, and **Herbert P. Schoeck**, treasurer, has been named a director of Esso.

The appointments follow the resignation of **Marion W. Boyer**, as Esso's vice president and director, to become general manager of the Atomic Energy Commission.

* * *

Fred B. Hufnagel, Jr., assistant manager of Sun Oil's marketing coordination department, has been elected a vice president of the American Trucking Associations, Inc., and **John A. Hassey**, Cities Service, Boston, has been named treasurer of the association's Private Carrier Conference.

* * *

C. T. Snook and **H. L. Johnson**, former commission agents for Indiana Standard, went into the jobbing business as the "Southern Indiana Oil Co." in March, 1949.

The oil jobbers now have three tank trucks, four employes and are distributing around 100,000 gals. of petroleum products a month.

They recently leased a 20 x 40 ft. building for warehouse facilities, and are planning an addition to the office to be constructed this fall.

Mr. Snook is a baseball and bowling fan, while Mr. Johnson is also engaged in building homes and landscaping them. Mr. Johnson is a member of Indianapolis Consistory Ancient & Accepted Scottish Rite.

* * *

H. T. Hitchinson, formerly manager of Richfield Oil's central division, has been promoted to assistant general sales manager for the company, with offices in Los Angeles.

Stanley H. Green, former Los Angeles city sales manager for Richfield Oil, has been appointed city sales manager for the San Francisco area.

L. C. Gilworth has been promoted to assistant division manager for Northern California.

C. W. Duncan and **L. H. Bagby** have been named to assistant managerships of the southern division.

A. M. Schroeder has been advanced from assistant division manager for Arizona to the same position for the northern division in Seattle, Wash.

* * *

Minor S. Jameson, Jr. has been named assistant to the president of the Independent Petroleum Assn. of America.

Mr. Jameson, a graduate of Massachusetts Institute of Technology, joined the association in 1937, and has been its economist until his recent appointment to the newly-created position of assistant to the president.

Mr. Jameson served with the U. S. Army from 1942 until 1945 and at the time of his discharge was a captain in the fuels and lubricants division.

* * *

James H. Westbrook has been appointed assistant to **Walter J. Schroeder**, manager of Deep Rock's Wisconsin sales division.

George J. Schlenker of the Cathay Oil Co., San Francisco, and a member of the San Francisco Oil Information Committee, tells us an amusing anecdote to Oil Progress Week:

"**Dean Metzner,** San Francisco district manager, Tokheim Pump Co., was driving along Third Street. Mr. Metzner had dangling from his lapel a tag reading 'Oil Is Okay' (plugging Oil Progress Week). At a stop sign he pulled alongside a streetcar with the rear platform crammed with people. The chipper conductor leaned out, read the tag, wisecracked 'So Oil is Okay, is it?'

"'It certainly is' calmly responded Mr. Metzner. Quipped the conductor 'all depends on what you use it for—wouldn't use it on mashed potatoes would you?'

"Great guffaws of laughter from the streetcar passengers; conductor takes a bow.

"Says Mr. Metzner, still unperturbed, 'Have you ever tried it?'

"Conductor meditates, scratches head, says 'Well, come to think of it, guess I haven't!'"

OIL PROGRESS WEEK activities included a luncheon at the Waldorf Astoria sponsored by the Oil Trades Association of New York. Thomas A. Brown, left, president of the Empire State Petroleum Assn., and W. Alton Jones, president of Cities Service, were guest speakers

COMING MEETINGS

NOVEMBER

California Natural Gasoline Assn., Fall meeting and 25th anniversary celebration, Ambassador Hotel, Los Angeles, Calif., Nov. 9-10.

Oil Industry Information Committee, Biltmore Hotel, Los Angeles, Calif., Nov. 11-13.

American Petroleum Credit Assn., Hotel Statler, Cleveland, Ohio, Nov. 12-15.

American Petroleum Institute, 29th annual meeting, Biltmore Hotel and the Ambassador, Los Angeles, Calif., Nov. 13-16.

Tennessee Oil Men's Assn., semi-annual meeting, Peabody Hotel, Memphis, Tenn., Nov. 26-28.

American Society of Mechanical Engineers, annual meeting, Hotel Statler, New York, Nov. 27-Dec. 1.

Oil Dealers' Association of Arkansas, annual convention, Hotel Marion, Little Rock, Ark., Nov. 28.

National Fire Protection Assn., Baker Hotel, Dallas, Nov. 29-30.

DECEMBER

National Dixie Distributors, Inc., Statler Hotel, St. Louis, Dec. 1-2.

Oil Industry TBA Group, annual convention, Edgewater Beach Hotel, Chicago, Ill., Dec. 1-5.

Nebraska Petroleum Marketers, Inc., Hotel Paxton, Omaha, Nebr., Dec. 5-6.

Interstate Oil Compact Commission, annual meeting, Shamrock Hotel, Houston, Texas, Dec. 11-15.

1951

JANUARY

Kansas Oil Men's Assn., Lassen Hotel, Wichita, Kansas, Jan. 8-9.

North Carolina Oil Jobbers Assn., annual meeting, Raleigh, N. C., Jan. 17.

Georgia Independent Oilmen's Assn., Hotel Dempsey, Macon, Ga., Jan. 18.

Northwest Petroleum Assn., Hotel Nicollet, Minneapolis, Minn., Jan. 25-26.

FEBRUARY

National Council of Private Motor Truck Owners, Inc., Hotel Statler, Washington, Feb. 1-2.

Missouri Petroleum Assn., convention and trade exhibit, Hotel President, Kansas City, Mo., Feb. 5-7.

Kentucky Petroleum Marketers Assn., annual meeting, trade show and convention, Hotel Brown, Louisville, Feb. 20-21.

Iowa Independent Oil Jobbers Assn., Inc., Hotel Fort Des Moines, Des Moines, Feb. 22-23.

Wisconsin Petroleum Assn., 25th anniversary convention, exhibits, Hotel Schroeder & Milwaukee Auditorium, Milwaukee, Feb. 27-28.

American Petroleum Institute, Division of Production, Southwestern District, spring meeting, Hotel Beaumont, Beaumont, Tex., March 7-9.

A. S. Turner, Jr. of Chestertown, Md. is a distributor for Gulf Oil products, not Pure Oil as was erroneously stated in the Oct. 25 issue.

Mr. Turner has been a distributor of Gulf products since 1910, when he, his father and brother started selling Gulf gasoline in drums for farm and motor boat use.

As chairman of the Kent and Queen Anne counties Oil Industry Information Committee, Mr. Turner presented programs to 2,810 people during Oil Progress Week. The programs were given before service clubs, business men's associations and all the high schools in Kent and Queen counties.

* * *

Herbert L. Clay, secretary-treasurer of the Kentucky Petroleum Marketers Assn., and editor of the association's bulletin, confesses that his ego was very sharply deflated on a recent fishing trip to Manitoulin Island, Lake Huron, when Mrs. Clay (who weighs 100 lbs.) hauled in a 7½ lb., 33-inch great northern pike.

Mr. Clay came in second, though, with a five pounder.

* * *

D. P. Brodie of Pine Bluff, Ark., makes a hobby of raising white face cattle.

Mr. Brodie, who has been a commission distributor for Magnolia Petroleum for 30 years, is a director of the Pine Bluff Chamber of Commerce, past president of the Monticello Rotary Club, past president of the Monticello Chamber of Commerce and a past president of the Pine Bluff Rotary Club.

Carl G. Seashore is taking a year's leave of absence as associate in charge of motor fleet safety education at Penn State College to join the staff of the Dan Dugan Oil Transport Co. in Sioux Falls, S. D.

Mr. Seashore will serve in a consultant capacity for the Dugan company.

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Marion W. Boyer

Oil Executive Takes Talents to Atomic Energy Commission

The Atomic Energy Commission's new general manager, Marion W. Boyer, is an oil scientist and refinery executive whose experience seems almost to have been tailored for the immense job he is now undertaking.

In the early stages of his career, he worked as a research chemist in high pressure catalytic cracking operations and is no stranger to getting from pilot plant to full scale operations with new methods that might baffle others.

His ability as an executive can be measured by his work before and during World War II, when he managed the Esso Standard refinery at Baton Rouge, La., which was one of the top producers of aviation gasoline and synthetic rubber for war use. A year ago, he went to New York as a vice president and director of Esso Standard.

While at Baton Rouge, it was not uncommon to see him piloting a plane. He had a private pilot's license and liked to fly. He was also known as an ardent football fan of Louisiana State University.

His spare time now is not devoted to flying, but rather to raising orchids, which he does in the greenhouse of his Greenwich, Conn., home.

Born in Muncie, Ind., in 1901, Mr. Boyer for a short time was a school teacher. After two years at the Georgia School of Technology he became an instructor in science and mathematics at the Daleville, Ind., high school.

In 1926 he accepted a teaching position at Massachusetts Institute of Technology where he had taken his master's degree in chemical engineering.

The next year, he gave up teaching to join Standard Oil of New Jersey (now Esso Standard) as a research chemist.

Three years later, he was appointed director of the company's laboratories at Baton Rouge, La. He was made head of the technical division of the refinery in 1931, later becoming general superintendent.

He was appointed a director of Standard Oil Co. of Louisiana and assistant manager of manufacturing in 1935, and in 1936 was made a vice president and general manager of the refinery.

In 1945 he became a vice president and director of Esso, in charge of Louisiana operations.

He assumed responsibility for all Esso Standard manufacturing operations in 1949.

Model "62"
Low Pump

They'll make a *bee line* for your station if your pumps are NATIONALS

Like nectar tempts the bees, the new National "60" Series low pumps have a "come hither" appeal for service station customers. For one thing you attract business fast when your brand name and trade mark stand out big and bold in National's extra large curved glass display panels. No other low model pump offers you this exclusive sales-building feature.

Then, too, the outer beauty of design and the inner mechanical superiorities of National "60" Series low pumps have proven popular in the field because they are not only easy to look at but allow you to give the quick, accurate, dependable service that builds repeat sales and increases profits.

Better look into these efficient new National low pumps. Discover for yourself why successful service station operators from coast to coast are saying it is good business:

To install new Nationals beside Nationals.
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Give your station the "New National Look." Send today for descriptive booklet giving complete specifications.

Choose from these popular hose extension types.

NATIONAL "62" LOW PUMP
nylon cable type hose extension serves cars up to 12 feet away.

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semi-concealed hose extension serves cars up to 14 feet away.

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reel type hose extension serves cars up to 13 feet away.

. . . All National "60" Series low pumps are designed to blend perfectly with the National "38" Series high pumps now on your islands.

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Export Office, 8 So. Michigan Ave.
CHICAGO, ILL.

Cable: NAPUM

NATIONAL PUMPS

The lights are on now in Pure Oil's new laboratories

Main building of Pure Oil's new research center: 140 landscaped acres, five buildings, almost 90,000 square feet of working area for chemistry and physics laboratories, an automotive laboratory, chemical engineering laboratory, and other facilities.

On October 1, The Pure Oil Company formally opened its new Research and Development Laboratories in Crystal Lake, Illinois.

In new and greatly expanded quarters, Pure Oil's test-tube team of 204 scientists and technicians is carrying forward its search for new methods and processes for producing and refining crude oil, improving quality, and reducing costs.

To every person who markets Pure Oil products, these new laboratories are a definite asset. They provide the finest of facilities, not only to make today's products better than ever, but to develop new products for tomorrow's needs as well.

With this kind of a research program behind the products they sell, Pure Oil jobbers, distributors and dealers have more reason than ever to tell their customers they can "Be *sure* with Pure!"

Be sure PURE with Pure

THE PURE OIL COMPANY • General Offices, Chicago

In the automotive laboratory (above): "knock engines" verify the high anti-knock qualities of famous PURE-PEP and PURE-PREMIUM gasolines.

In the chemical engineering laboratory (right): pilot plants three stories tall prove out the effectiveness of new methods to be used in Pure Oil's five refineries.